BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

TECHNOLOGY DEPT.

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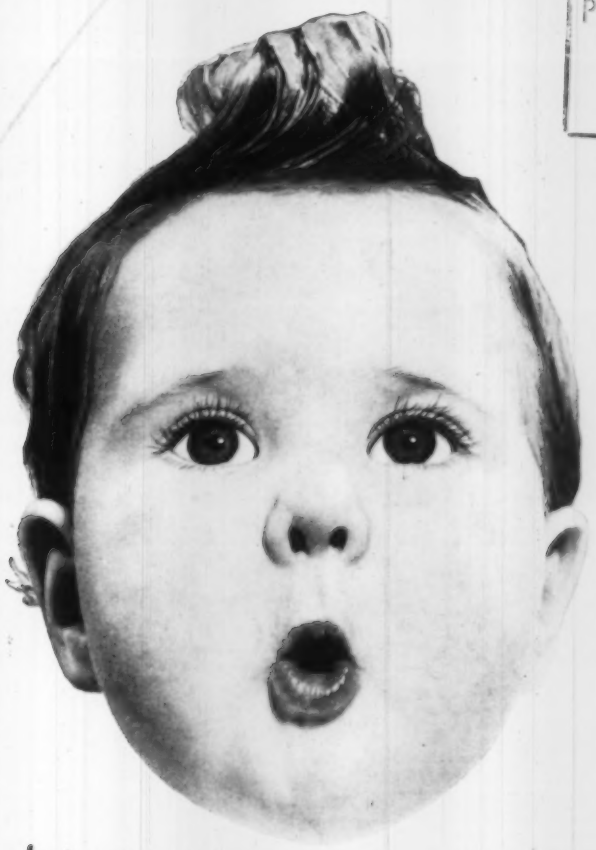
MAR 15 1950
DETROIT



"O-O-oh! What a station!"

Down here in Baltimore, we teach 'em pretty young about the BIG audience W-I-T-H supplies its advertisers. Of course, we have to let them grow up before we give them the whole story.

But sooner or later they all learn that W-I-T-H regularly delivers more *home* listeners-per-dollar than any other station in town.

A survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H. That's a big *plus!*

That means that a *little* money does *big* things on W-I-T-H. Call in your Headley-Reed man today and get the whole W-I-T-H story.

W·I·T·H

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

XUM

Alice in New Wonderland

Alice had a wonderful time.

But think how many more wonderful things could have happened to her in the age of radio and television.

In WMBG-WTVR-WCOD land new adventures happen daily.

And these First Stations of Virginia make them happen.

For instance, WMBG was the first station of Virginia to broadcast during the daylight hours.

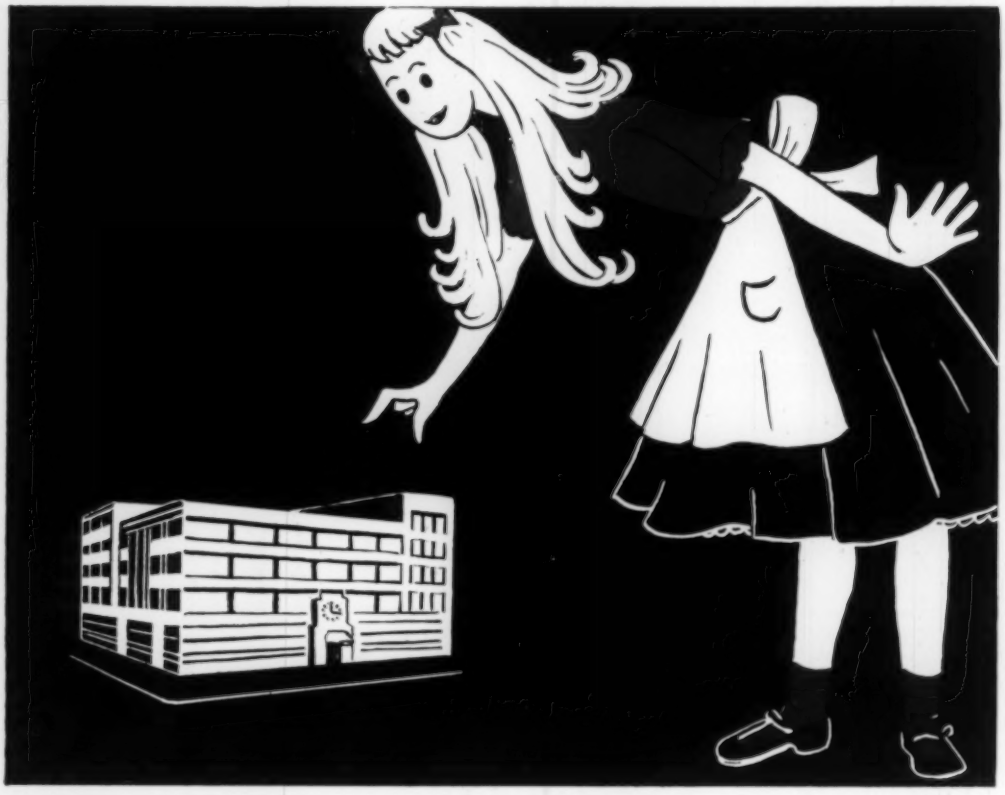
First to own recording equipment.

WTVR (now entering its 23rd month of operation) was the South's first television station.

First in the country to sign for an NBC-TV hookup.

Yes, Alice had fun.

But she should have lived in WMBG-WTVR-WCOD land.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

FOR SALE:

SPOTS IN ST. LOUIS CARDINAL BASEBALL BROADCASTS

For ten years we have handled the broadcast of the St. Louis Cardinal baseball games. These have been broadcast over a large network of midwest radio stations which last year numbered 69 and will be greater during the 1950 season.

Heretofore our client, Griesedieck Bros. Brewery Company of St. Louis, who hold a three-year exclusive contract for these broadcasts, have shared commercial spots in a limited way. For 1950 a unique new plan in handling the advertising spots on these games has been adopted and five spots of 40 seconds each are being made available to advertisers who see the attractive buy this offers.

With Harry Caray and "Gabby" Street as the announcers, surveys have shown unbelievable high ratings with from 60% to 95% of audience. Figures are available for those interested.

Under this new arrangement you may buy one or more spots on one or all of the following stations at attractive rates for an outstanding live program. For rates, listening figures or further details, call or write the radio stations listed below, or their representatives. Other stations are being added before the season starts and interested advertisers and agencies will be kept advised of these additions.

MISSOURI

Cape Girardeau	KFVS
Carthage	KDMO
Columbia	KFRU
Flat River	KFMO
Hannibal	KHMO
Independence	KIMO
Jefferson City	KWOS & KWOS-FM
Joplin	KFSB
Kennett	KBOA & KBOA-FM
Kirksville	KIRX
Lebanon	KLWT
Mexico	KXEO
Nevada	KNEM
Poplar Bluff	KWOC & KWOC-FM
Ste. Genevieve	KSGM
St. Joseph	KRES
Sedalia	KDRO & KDRO-FM
Sikeston	KSIM
Springfield	KTTS-FM

KENTUCKY

Murray	WNBS
Paducah	WPAD-FM

ILLINOIS

Bloomington	WJBC & WJBC-FM
Cairo	WKRO
Canton	WBYS & WBYS-FM
Decatur	WSOY & WSOY-FM
Galesburg	WGIL
Harrisburg	WEBQ & WEBQ-FM
Herrin	WJPF & WJPF-FM
Jacksonville	WLDS-FM
Macomb	WKAI
Peoria	WIRL
Peoria	WWXL
Quincy	WGEM & WQDI-FM
Springfield	WTAX-FM

TENNESSEE

Dyersburg	WDSG
Humboldt	WIRJ
Jackson	WDXI
Paris	WTPR
Union City	WENK

KANSAS

Atchison	KARE

ARKANSAS

Blytheville	KLCN-FM
Forrest City	KXJK
Fort Smith	KFSA & KFSA-FM
Little Rock	KXLR
Newport	KNBY
Paragould	KDRS
Springdale	KBRS
Jonesboro	KBTM & KBTM-FM

IOWA

Burlington	KBUR-FM
Cedar Rapids	KWCR
Keokuk	KOKX & KOKX-FM
Muscatine	KWPC

OKLAHOMA

Miami	KGLC
Muskogee	KMUS
Tulsa	KAKC

MISSISSIPPI

Corinth	WCMA

Write or Call Radio Stations or Their Representatives

RUTHRAUFF & RYAN, Inc., Advertising

812 OLIVE ST., ST. LOUIS, MO.

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING at deadline

Closed Circuit

THAT NEW "Sadowski Bill" realigning FCC procedure is reported ready in draft form but is being kept under lock pending review by Rep. Sadowski (D-Mich.), currently ill. It's supposed to be modeled after model which FCC submitted as answer to pending McFarland Bill (S-1973). Disclosure of FCC proposal [BROADCASTING, March 6] led security-conscious Sadowski staff members to exact promise of probe by FCC to determine source of leak.

FAST TALK about color TV problem being settled any day now, with wide open standards, can be regarded as over-zealous. While FCC thinking is crystallizing, it's obvious to close observers that considerable paper work will be involved even after FCC counts noses. Multitude of questions which must be answered before standards are evolved probably will be recounted by FCC Chairman Wayne Coy in scheduled March 14 speech before Oklahoma Radio Conference in Norman. Related issue of thawing VHF freeze also should come in for Coy treatment.

GEYER, NEWELL & GANGER, New York, preparing radio and television spot announcement campaign for Nash Motors, Detroit, to start April 13 in more than 150 markets. Contract understood to be for four weeks.

FCC STAFF's independent study of transit radio and its status as "broadcasting" service is still perking. Staff has now sent letters to some 45 FM stations asking for copies of their contracts for transitcasting, storecasting, factorycasting.

EDWARD R. MURROW, Mary Margaret McBride and George Denny Jr. reported in running for One World Radio Award. Final selection will be made at a membership meeting in the near future.

WNBT (TV) NEW YORK understood preparing one-hour morning show featuring Ed Herlihy, 10-11 a.m. five times weekly in Tom Brenaman type format, as part of its daytime programming starting in May. Hour long program is Martin Stone production package.

NEWEST NAB convention idea still in discussion stage, is speechless lunches at Management Conference. Delegates would eat in Stevens auditorium, then move through ramp into adjoining theatre to hear two scheduled mid-day speakers—FCC Chairman Wayne Coy and Carlos Romulo, UN General Assembly president.

NEGOTIATIONS to open up Dominion Network in afternoons now nearing completion. Several advertisers interested, General Foods planning two quarter-hour periods on 29 Dominion stations, would pipe in NBC shows *When a Girl Marries* and *Portia Faces Life* to Canadian network.

FURTHER CONSIDERATION of appointment of NAB general manager expected at

(Continued on page 78)

Upcoming

March 18: West Virginia Broadcasters Assn., Chancellor Hotel, Parkersburg, W. Va.
March 29-April 1: ANA Convention, Homstead, Hot Springs, Va.
March 30-April 1: AAAA 1950 Convention, Greenbriar, White Sulphur Springs, W. Va.

(Other Upcomings on page 30)

Bulletins

STERLING DRUG Inc., through Dancer-Fitzgerald-Sample, New York, begins sponsorship of Monday, Wednesday, Friday broadcasts of *My True Story* ABC, Monday-Friday, 10-10:25 a.m., effective May 1. Libby, McNeill & Libby, through J. Walter Thompson, dropping these periods April 7. Sterling now sponsors Tuesday and Thursday broadcasts.

WTTG (TV) Washington, owned and operated DuMont station, appoints Harrington, Righter & Parsons Inc., New York as national spot representative.

SID SILVERMAN

SID SILVERMAN, 51, publisher of *Variety* and *Daily Variety*, died early Friday morning after long illness at his home in Harrison. Surviving are his son Syd Silverman, 18, and his mother, Mrs. Sime (Hatty) Silverman, widow of founder of *Variety*. Mr. Silverman was one of the youngest theatrical critics when as a child of 7, he wrote reviews under pen name of Skige. He had been publisher of paper since death of his father in 1933.

Business Briefly

WISE EXTENDS ● William H. Wise & Co., New York (publishers), extends two *More Out of Life* programs on CBS, adding weeks for Sat. 2:30-3 p.m. series and weeks for Sun 2:30-3 p.m. series, both effective March 26. Agency, Huber Hoge & Son, N. Y.

TONI COMMENTARY ● Toni Co., Chicago (home permanents), to sponsor Carol Douglas and Bill Cullen in beauty-fashion commentary on ABC starting March 20, Mon. Fri., 11:30 a.m. (CST), originating in New York (see page 16). Agency, Foote, Cone & Belding Chicago.

WERE APPOINTS ● WERE Cleveland names William G. Rambeau Co. as national representative.

GEN. ROMULO TO ADDRESS NAB CHICAGO MEETING

GEN. CARLOS P. ROMULO, president of United Nations General Assembly, to be first guest speaker at NAB Management Conference in Chicago. Gen. Romulo to speak on Monday, April 17, luncheon on "The Broadcaster's Responsibilities in World Affairs." Overall theme of convention is "The American Broadcaster's Responsibility in the World Today."

Gen. Romulo, famed as orator, statesman, soldier and Pulitzer Prize-winning editor, is considered one of world's most eloquent speakers. During World War II he served as Gen. MacArthur's aide on Bataan and Corregidor and in Australia. He went with Gen. MacArthur to Philippines for assault landings at Leyte and took part in recapture of Manila.

Plummer Is FCC Chief Engineer

CURTIS B. PLUMMER, 37, chief of FCC Engineering Bureau's Television Division, was named FCC Chief Engineer Friday succeeding John A. Willoughby, who has held position on "acting" basis since January 1948. Mr. Willoughby was named assistant chief engineer.

J. Fred Johnson Jr. of FCC hearing division was appointed Chief Hearing Examiner.

Appointments were among seven announced Friday in followup to staff-wide reorganization commenced by Commission preceding day (story, page 25). Other appointees:

Chief Accountant William J. Norfleet will head new Office of Chief Accountant established in initial reorganization move.

General Counsel Benedict P. Cottone will head new Office of General Counsel.

Harold J. Cohen, assistant general counsel in charge of common carrier division, will head newly created Common Carrier Bureau.

William K. Holl, FCC's acting executive officer, was appointed on permanent basis.

Designation of new Chief Engineer came suddenly, though there has been frequent speculation Mr. Willoughby might be replaced. This belief grew with his continued retention on "acting" basis.

Mr. Plummer, with FCC since 1940, will head new Office of Chief Engineer. He is Maine native, 1935 graduate of U. of Maine with B.S. in electrical engineering, worked with WHEB and WGAN Portland and Radio Receptor Co. New York, before joining FCC's Boston office. He was transferred to Washington headquarters in 1941, working in AM Division until appointed chief of television unit upon its creation in 1945. He attended 1947 Atlantic City, 1948 Geneva, and 1949 Mexico City high frequency conferences.

Mr. Johnson, slated to preside in G. A. Richards stations hearings opening in Los Angeles today (Monday), joined FCC in 1938, has extensive experience in both broadcasting and common carrier affairs. He is former first assistant to Attorney General of Alabama and one-time presiding circuit court judge in Alabama. He was named examiner in June 1946 when hearing division was created, and is its first chief.

in Detroit

Again it's...

PLAY BALL!

WITH THE

DETROIT TIGERS

PLAY BY PLAY • NIGHT AND DAY • AT HOME AND AWAY

STARTING APRIL 18

AND STARTING SOON WKMH GOES . . .

5000 Watts

as Michigan's Most Powerful Independent ..

Yes!

THE TIGER IS...

Soon

5000 WATTS
FULL TIME

WKMH

1310 KC

MONEY-WISE TIME BUYERS ANALYSE COSTS

Fred A. Knorr
President and Gen. Mgr.

Weed
and company
National Representatives

A
WFDF
IS THE OLDEST STATION IN FLINT
(The only station until 1946)
A
WFDF's hometown boasts annual retail sales totalling over $288,000,000.
A
WFDF maintains an aggressive, year 'round media promotion and merchandising program.
A
WFDF's neighbors in Flint have an average effective buying income per family of $5,764.
A
WFDF has 2 to 6 times as many listeners in nearly every time period as any of the other four local stations.

You can't lose with these **5 ACES!**

● Time and again sales-conscious advertisers who move their goods and sell services in Flint's prosperous trading zone constantly use popular station WFDF to reach its dollar-loaded audience. They know WFDF's listeners prefer it morning, noon and night.

Proof is as near as Hooper's December, 1949-January, 1950 Station audience index which shows WFDF delivers an average of more than two and one-half times the audience, in total rated time periods, as the nearest runner-up station.

There are plenty of blue chips in the prosperous Flint market for the alert advertiser. Get your share with WFDF.

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Fra[illegible] Beatty, Rufus Crater, *Associate Editors;* Fred Fi[illegible] gerald, *News Editor;* Tyler Nourse, Jo Hailey, Assis[illegible] *ants to the News Editor.* STAFF: David Berg[illegible] Lawrence Christopher, Mary Ginn, Tom Hynes, Joh[illegible] Osbon, Ardinelle Williamson. EDITORIAL ASSIST[illegible] ANTS: Estelle Dobschultz, Kathryn Ann Jones, H[illegible] Kowalczyk, Doris Lord, Wilson D. McCarthy, Jos[illegible] D. Statz; Eleanor J. Brumbaugh, *Assistant to th[illegible] Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Wa[illegible] field R. Levi, *Assistant Advertising Manager;* Geor[illegible] L. Dant, *Adv. Production Manager;* Harry Steven[illegible] *Classified Advertising Manager;* Eleanor Schu[illegible] Phyllys Steinberg, Judy Martin; B. T. Taish[illegible] *Treasurer;* Irving C. Miller, *Auditor and Office Man[illegible] ager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN [illegible] COSGROVE, *Manager;* Lillian Oliver, Warren Shee[illegible] Elaine Haskell, Grace Motta, Allen Riley.

NEW YORK BUREAU 250 Park Ave., Zone 17, Pla[illegible] *5-8355;* EDITORIAL: Edwin H. James, *New Yo[illegible] Editor;* Herman Brandschain, *Asst. to the New Yo[illegible] Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Direct[illegible]* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone[illegible] *CEntral 6-4115;* William L. Thompson, *Manager;* Je[illegible] Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywo[illegible] and Vine, Zone 28, *HEmpstead 8181;* David Gl[illegible] man, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 4[illegible]* James Montagnes.

BROADCASTING * Magazine was founded in 1931 [illegible] Broadcasting Publications Inc., using the [illegible] BROADCASTING *—The News Magazine of the Fi[illegible] Estate. Broadcast Advertising * was acquired in [illegible] and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

the nation's 21ST market . . . Scranton-

WILKES-BARRE . . . with 674,000 prosperous consumers.

Scranton-WILKES-BARRE . . . the nation's

2 BARRE

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t n's

21ST er

ous consumers. Scranton-WILKES-BARRE

. . the nation's 21ST market . . . Scranton

HOW TO COVER A BIG MARKET...
AND GET RESULTS!

Pick a station the people listen to . . . morning, noon and night. Pick a station with Hoopers of 56.6 mornings, 59.0 afternoons, 72.0 evenings! Pick a station that has dominated the market for 25 years! Ask your John Blair man about

WGBI

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

Mrs. M. E. Megargee
President

George D. Coleman
General Manager

CBS Affiliate 910 KC 1000 Watts day, 500 Watts night

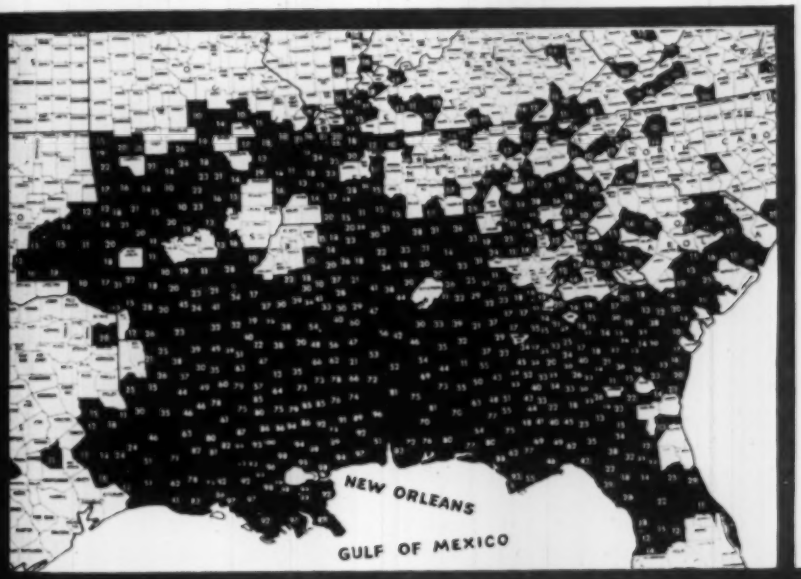
(Figures from Hooper Station Audience Index for Scranton—Jan., Feb., 1949)

SOUTH'S
WINS

XUM

GREATEST SALESMAN
THE HOOPERS!

Latest Hooper proves WWL outranks all New Orleans stations in share-of-audience. Evenings, WWL takes a greater share than next 2 stations combined!



...and South's Greatest Salesman delivers you *a Great Multi-State Audience, too*

Of all New Orleans stations, WWL, alone, gives you this dominant coverage of the rich Deep-South market:

INTENSE PRIMARY (50%+ to 90%+)	**114 Counties**
PRIMARY (25%+ to 50%+)	**128 Counties**
PLUS (10%+ to 25%+)	**401 Counties**
TOTAL	**643 Counties**

HE HELPS YOU MERCHANDISE, TOO

You get still another valuable plus from WWL—effective promotion for advertisers. Through personal calls on distributors and jobbers, widespread use of point-of-sale material, and other activities, WWL gets you plenty of action on the selling front—more by far than any other New Orleans station.

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS CLEAR CHANNEL
CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY

XUM

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Agencies

ROGER L. WENSLEY, president of C. M. Basford Co., New York, sin 1925, elected chairman of the board. Succeeding him as president HENRY SILLDORFF, formerly vice president and director. E. SCOTT PATTISON, vice president and director, named executive president; DONALD MURPHY, account manager, elected a vice president.

Mr. Silldorff

Mr. Wensley

STROHMEIER Assoc., and DAVIS-PARSONS Inc., New York, merge into firm under latter name. WILLIAM D. STROHMEIER, head of former agency of that name, named a vice president of Davis-Parsons Inc.

RALPH E. HESS, formerly account executive and public relations director of Joseph Adv., Cincinnati, joins Al Paul Lefton Co., Philadelphia, as accou executive and technical counselor.

DONALD J. POWERS, previously manager in charge of Chicago office Caples Co., appointed vice president in charge of that office.

JAMES A. AULL, formerly copy chief of Geare-Marston Inc., Philadelphia and before that public relations director of KYW that city, joins Martin Agency Philadelphia.

JIM WELLS, formerly general manager of Buffalo Bills football team and previous to that sports director of WBEN Buffalo, N. Y., joins H. J. Weil Inc., that city, as vice president.

DOUGLAS G. MORRIS, formerly with Pedlar & Ryan, Campbell Soup Co. and Lever Brothers, joins Ted Bates & Co., New York, as an account executive effective March 15.

CHARLES J. O'MALLEY, former sales manager of Paul F. Beich Co., Bloomington, Ill. (Whiz and Pecan Pete candy bars), joins Olian Adv., Chicago, as vice president. He is in charge of packaged products selling mainly through food, drug and tobacco outlets.

HUGO SCHEIBNER, operator of his own Los Angeles agency for past several years, joins Robert F. Dennis Inc. as vice president. He will handle ladies' apparel advertising. SID KAHN, formerly associated with Scheibner agency as production manager, also joins Dennis in same capacity. Another addition to staff is ALBERTA KALINA. TED BAILLIE resigns as secretary of agency to join C. B. Juneau Inc., Los Angeles.

ERNEST BAKER Jr. appointed to staff of Denman & Betteridge Inc., Detroit. He formerly was with Morris Tandy Co. as account executive.

PHILIP E. PENBERTHY, formerly member of sales staff of Greenwich Home Appliance Co., Greenwich, Conn., joins research department of Geyer, Newell & Ganger, New York.

JOHN SCHUMAN, with Peck Adv., New York, for 15 years, named vice president in charge of copy and service for agency.

SAWDON ADV. CO., New York, incorporates and changes name to FRANK B. SAWDON INC. Officers of new firm are FRANK B. SAWDON, president and treasurer; JERRY BESS, vice president in charge of radio, and VICTOR SAWDON, secretary. Agency services Robert Hall Clothes account, one of country's largest users of radio in the retail field. Other radio accounts include Abelson's Inc., New Jersey, jeweler; Bond Television and Oklahoma Oil Products Co., both in Chicago.

MARGERY JONES, formerly with copy staff of Hale Bros., San Francisco department stores, joins Avery & Bruguiere Adv., same city.

HERBERT GRUBER, former timebuyer with Biow Co., New York, joins media department of Cecil & Presbrey, New York, in similar capacity.

WALTER H. HADLICH, for past 12 years business manager of Ice Follies joins Walter McCreery Inc., Beverly Hills, Calif., to handle promotion.

RICHARD G. MONTGOMERY & Assoc., formerly W. S. Kirkpatrick Adv. Service, Portland, Ore., moves to 1126 S. 13th Ave. Phone remains BEacon 3[illegible]

GLENHALL TAYLOR, radio director of Hollywood office of N. W. Ayer & Son Inc., is the father of a girl, Aluriane Elizabeth, born March 5.

1021 INSERTIONS A YEAR!

WFBR daily newspaper advertising — placed on radio log pages exclusively—runs in 1 morning, 2 evening and 2 Sunday Baltimore papers! This hard-hitting promotion of *your shows*—and by the same token, *your spots*—is backed up by space in 6 weekly papers in Baltimore and surrounding counties to reach additional audience in WFBR territory, for an average of 1021 insertions a year!

To the best of our knowledge—no other Baltimore radio station can match this intensive promotion effort. It's another reason why, in Baltimore, you get the most for your money on . . .

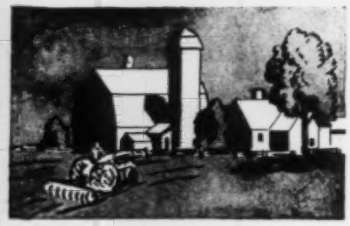
AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Rx FOR R

Ten major farm organizations (Grange, etc.) representing 140,000 New York state families own Rural Radio Network. Since they listen first to their network, make Rural Radio first aid for sales in rural New York.



● **85%**

. . . of properous rural New York is served by 8 RR stations: WHCU-FM, Ithaca; WFNF, Weathersfield; WVBT, Bristol Center; WVCN, De-Ruyter; WVCV, Cherry Valley; WVBN, Turin; WSLB-FM, Ogdensburg; WFLY, Troy.

● **$6,500**

. . . is the "Cadillac" average farm income per family in New York state. Farm families in New York buy 45% of the autos sold; 51% of the hardware; 36% of the electrical appliances; 28% of the drugs; 36% of food-meat; 33% of the clothing.

● **356,640**

. . . is the total rural families in the upstate area. This includes 138,255 farm families . . . a rich, responsive market worthy of your consideration.

Rural Radio . . . prescription to sell the $971,000,000 agricultural market in New York state.

Rural Radio NETWORK

118 North Tioga Street, Ithaca, N. Y.

330 West 42nd Street, New York City

Feature of the Week

WHEN fire swept Spokane's Ridpath Hotel late last month causing an estimated loss of over $1 million, CBS outlet KXLY played a leading role—one that evoked many words of praise and commendation.

From the time the flames were discovered until it became necessary to vacate the studios because of danger of the wall between the two buildings falling, George McGowan, KXLY program director, gave a flame-by-flame story of the next-door fire. CBS programs were cancelled. Mr. McGowan, from a vantage point in the Symons Bldg., cooperated with the Spokane fire department by telling people to stay home and not come down town and get in the way.

After the fire chief closed the studios and control rooms because of collapse danger, KXLY tied into CBS lines at the transmitter for the rest of the night.

Another contribution by KXLY was use of its "fire door" which had been installed from its main studio into the Ridpath Hotel for

This is how the interior of the Ridpath Hotel looked from the KXLY "fire door."

* * *

the purpose of giving an escape to studio guests in case of fire in its Golden Concert Studio. Fire officials credited the door for saving many lives of Ridpath Hotel patrons as it gave them the opportunity to get out of the hotel after elevator serv-

(Continued on page 18)

On All Accounts

PAUL WILLIAM COPELAND is his full name, but he prefers just plain Bill. Born in Columbus, Ohio, Aug. 12, 1917, Bill has by a circuitous route found his way back to Columbus and to Byer & Bowman, advertising agency, where he is presently radio-TV director.

This is Bill's fourth hitch at Byer & Bowman. His first was in 1936 when he came to B&B from The Duplex Printing Co., same city. Prior to that, in 1934, he graduated from East High School, Columbus. During his high school years Bill owned, edited and distributed house-to-house a Kluge-printed shopping news titled *Oak Street Buyers' News.*

BILL

He took a short fling at Ohio State U. right after he graduated from high school but discarded it in 1936 for a copy job at B&B. He returned to O. S. U. in '37, '39 and '40 for night schooling, mixing it with some classes at Franklin U. during the same period. He left B&B for a short time to become editor of *The Military Review*, a Fifth Corps area sheet which promptly folded, and so he returned to the B&B fold.

In 1942 young Copeland left the firm again, this time to beat the pavement for the *Columbus Star*—a tabloid weekly. Three months later he was drafted and spent nearly four years in the service. Two of the four years were spent at Lae, New Guinea, as radio operator and m. c. at the Red Cross Hut. While overseas, Bill wrote a column for the *Columbus Dispatch*, called "Hello Back There." In addition he wrote a weekly short short story for *The Columbus Star*—this for three years without missing a week.

Discharged Jan. 13, 1946, Bill was back at B&B on Jan. 17 same year, with his present title. Among his accounts are The Franklin Brewing Co., with nightly sportscast on WCOL, weekly mystery half-hour on WBNS, film spots on WBNS-TV, and The Ohio Fuel Gas Co. which sponsors nightly newscast on WBNS-TV. Others include Buckeye Foods (Buckeye Potato Chips), film spots on WBNS-TV and WLAC (TV) Columbus; Central Bldg. Loan & Savings Co., spots on WCOL; Ashland Oil & Refining Co., basketball & football on a special network.

Bill got his TV experience by doing his own kid show as "Stony Craig," but bowed out to *Howdy*

(Continued on page 18)

WIBG AM/FM

EXCLUSIVE!

FOR THE **8TH STRAIGHT YEAR**

OF BROADCASTING FOR THE ATLANTIC REFINING COMPANY

FOR THE **1ST TIME** BROADCASTING

ALL HOME AND AWAY GAMES...

OF THE PHILADELPHIA **ATHLETICS**

10,000 WATTS PHILADELPHIA'S MOST POWERFUL INDEPENDENT

DIAL **990**

with **BYRUM SAAM**

Outstanding play-by-play Sportscaster

REPRESENTED BY ADAM J. YOUNG, INC.

WIBG

Advertising Stays... Where It Pays

3,004 CLASS "A" QUARTER HOURS FOR CHAMPLIN

On July 15, 1940, the Champlin Refining Co. of Enid, Oklahoma, through the Ford Advertising Agency, contracted with WNAX for 312 Class "A" quarter-hours of news. Ten years later, March 1, 1950, marked the 3,004th consecutive Champlin - sponsored newscast on WNAX.

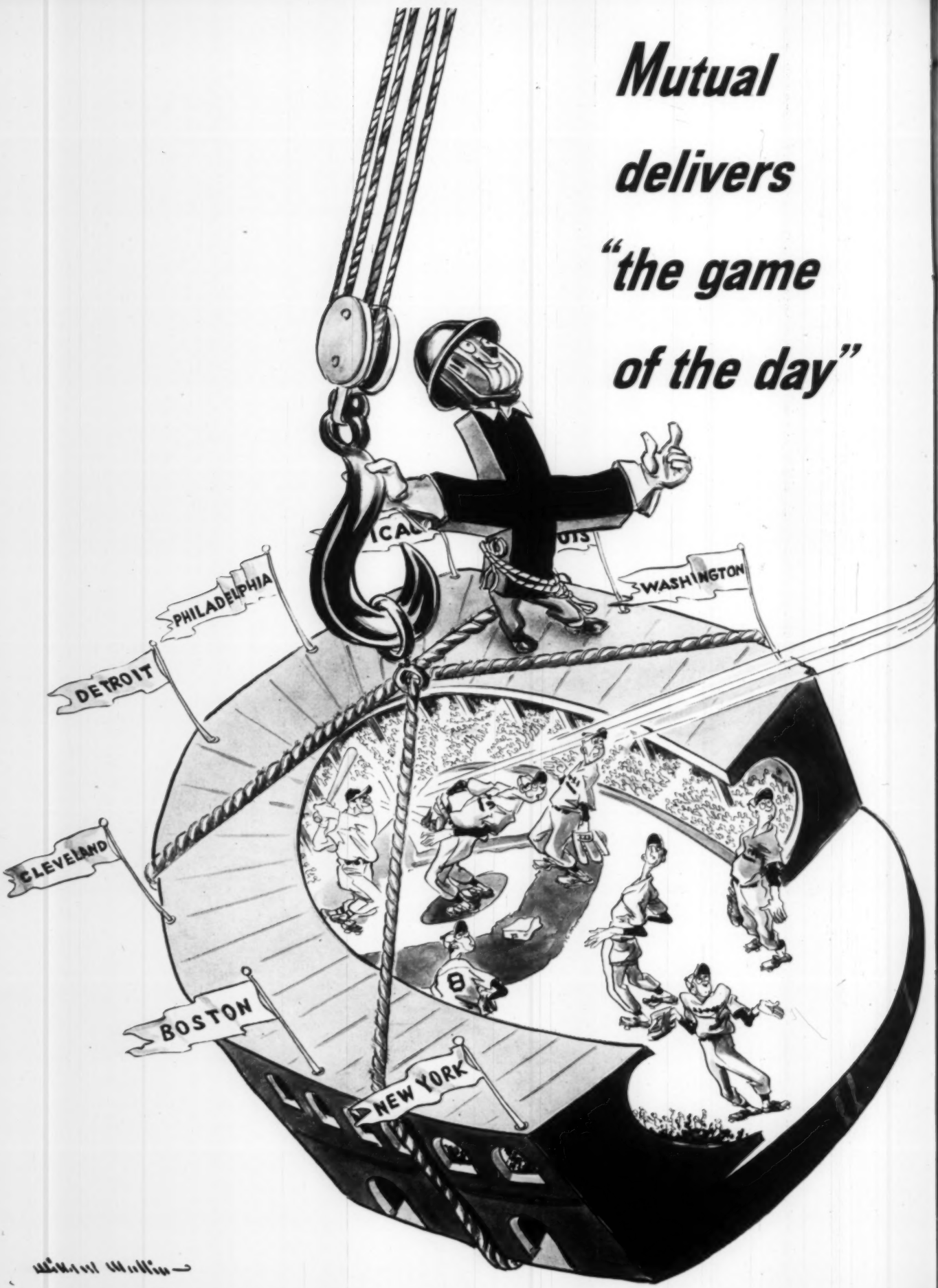
Champlin's is just one of the stories in WNAX's bulging file of advertisers who use WNAX year after year. More than 25 per cent of the national selective accounts now on WNAX were WNAX advertisers in 1940! These advertisers renew again and again because they get a consistent return on every advertising dollar invested with Big Aggie.

Big Aggie Land, a Major Market, served only by WNAX, embraces more than a million radio families in 308 BMB counties of Minnesota, the Dakotas, Nebraska and Iowa.

In 1948, folks in Big Aggie Land with a **buying income of nearly $5-billion—greater than Los Angeles, Washington, D.C., or St. Louis** . . . accounted for **$4-billion in retail sales — greater than San Francisco, Philadelphia or Detroit.***

Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.


Mutual
delivers
"the game
of the day"
PHILADELPHIA
WASHINGTON
DETROIT
CLEVELAND
BOSTON
NEW YORK

—LIVE, PLAY-BY-PLAY BROADCASTS

—FROM MAJOR LEAGUE BALL PARKS

—DIRECT TO 75,000,000 AMERICANS

—6 DAYS A WEEK, ALL SEASON LONG

BY UNPRECEDENTED ARRANGEMENT with major league baseball, the Mutual Broadcasting System will bring "THE GAME OF THE DAY" throughout the 1950 season, in live action, direct from the top ball parks to a coast-to-coast audience never before within play-by-play earshot of the nation's favorite sport.

Starting April 18 and continuing throughout the full season, Mutual will deliver "THE GAME OF THE DAY," Monday through Saturday, in complete, play-by-play detail. A special network of 350 Mutual stations has been set up to carry these broadcasts to some 75,000,000 people in 31 states.

Al Helfer, Mutual sports ace, will call the action of each day's game, with between-inning color by Art Gleeson, outstanding West Coast sportscaster.

This "GAME OF THE DAY" coup widens still further the Mutual margin as Number One Network for sports—a title earned by its consistent, year-round schedule of championship sports coverage. And, following the regular 1950 baseball season, Mutual will again carry—exclusively for the 12th consecutive year—the World Series, play-by-play, as well as the mid-season All-Star Game.

Advertising opportunities in "THE GAME OF THE DAY" are as broad in scope as the marketing areas it will reach: the 24-week series is available for cooperative sponsorship. For details, call or write the Cooperative Program Department, MBS, 1440 Broadway, New York 18, N. Y., or Tribune Tower, Chicago 11, Ill.

—MUTUAL BROADCASTING SYSTEM

XUM

To Better Sell NEW ORLEANS
Better Buy WDSU!

1280 MATINEE—Jovial Dick Bruce, conducts two hours of records, wit and guest stars from historic Brulatour Courtyard (part of WDSU's new facilities).

(Spot participation available)

COURTYARD ECHOES—From the great Music Room, early evening organ reveries blend with soft voices to provide 30 minutes of pleasant, restful listening.

(Available for sponsorship)

Ask Your JOHN BLAIR Man!

5000 WATTS • ABC

AM TV FM
WDSU
AFFILIATED WITH THE ITEM
NEW ORLEANS

EDGAR B. STERN, JR
Partner

ROBERT D. SWEZEY
General Manager

LOUIS READ
Commercial Manager

New Business

SHOP BY MAIL, New York, appropriates $200,000 for television and ra promotion throughout the country. Agency is Scheck Advertising, Ne ark. Firm chiefly interested in women's participation shows.

PURITY BAKERIES, Chicago, for Taystee bread, to sponsor TV show, *Hop long Cassidy*, in several major markets. TV spots used now. Agency: You & Rubicam, Chicago.

MYTELKA & ROSE Inc., distributor of Capehart television in New Jers appoints Levy Adv. Agency, Newark, to handle its advertising. Radio is bein used.

PARK & TILFORD (All-fabric Tintex tints and dyes), through its agen Storm & Klein, New York, started its annual spot announcement campaig March 6. Contracts are for 10 weeks.

REDDI-WIP Inc., Los Angeles, through William Kester & Co., same city, ente radio for first time with 36 weekly spot test campaign on KFWB Los Angele through March. If successful, test will be followed in June with 13 week spo campaign on several Los Angeles stations. Firm currently running two T spots weekly on KECA-TV Los Angeles, and KFMB-TV San Diego.

BESTE'S PROVISION Co., Wilmington, Del. (bacon, hams, etc.), appoint Kates-Haas Adv., same city, to prepare extensive state-wide campaign star ing April 1. Radio will be used.

AXEL BROS., New York (Columbia Diamond Rings Div.), appoints Bayn Adv. Service, New York, to handle its advertising campaign. Firm is consi ering both radio and television. Definite plans are expected to be announc within a month.

Network Accounts • • •

LIBBY, McNEILL & LIBBY, Chicago (food products), renews sponsorshi for an additional 13-week period, of *Auction-Aire* ABC-TV, Fri., 9 p.m. Nego tiations also underway to clear time on additional ABC stations. J. Walte Thompson, New York, is agency.

TONI Co., Chicago, will sponsor half-hour video show on CBS and five-minut AM strip on ABC for its home permanent wave during peak seasons, spring and summer. Starting dates are April 5 and March 20. CBS slot is for alternat Wednesdays from 8 to 8:30 p.m. CST with ABC daytimer from 12:15 to 12:3 p.m. CST. Neither format has been set. Agency: Foote, Cone & Belding, Chicag

GENERAL MILLS, Minneapolis (Wheaties), will sponsor special, one-tim broadcast, *Welcome Back Baseball*, MBS, Sunday April 16, 7:30-8 p.m., EST and 8:30-9 p.m. PST. Bob Hope, Bing Crosby and prominent baseball perso alities will participate. Knox-Reeves Adv. Inc., Minneapolis, is agency fo Wheaties.

CANADA DRY GINGER ALE Inc., Chicago, sponsor of 5-5:30 p.m. portion o *Super Circus*, ABC-TV, Sun., 5 to 6 p.m., adds five stations to line-up n carrying show. Agency: J. M. Mathes Inc., New York.

EQUITABLE LIFE ASSURANCE SOCIETY, New York, renews sponsorshi effective March 31, of *This Is Your FBI*, ABC, Fri. 8:30-9 p.m., for an additiona 52-week period. Company has sponsored show since April 1945. Warwick & Leger, New York, is agency for firm.

KAR SEAL Corp., Los Angeles (wax auto polish) April 1 starts weekly spo sorship of *Newspaper of the Air* on 12 Don Lee stations Saturday, 10-10:3 a.m. PST. Contract is for 26 weeks. Agency is Mogge-Privett Inc., Los Angele

FLORIDA GREYHOUND LINES, Jacksonville, Fla., renews for 13 weeks, n operative sponsorship of ABC's quarter-hour news commentary featuring Elm Davis, three times weekly over four Florida stations: WPDQ Jacksonvill WSUN St. Petersburg, WHOO Orlando and WMFJ Daytona Beach. Agency Beaumont & Hohman, Atlanta, Ga.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, which has sponsored *Jo Malone Show* for past five years, will cancel five time weekly, five-minute sho on ABC, effective mid-March.

Only a combination of stations can cover Georgia's first three markets

WAGA
ATLANTA
5000 W • 590 Kc

WMAZ
MACON
10,000 W • 940 Kc

WTOC
SAVANNAH
5000 W • 1290 Kc

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

THE KATZ AGENCY, INC. New York • Chicago • San Francisco • Dallas Atlanta • Detroit • Kansas City • Los Angeles

HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!

Out of 47 West Coast regional shows

"THE CISCO KID"

*"moved up to.. 9.4 (Third place . . . a tie . . . in December, 1949)

from... 8.9 (Fourth position . . . achieved in November, 1949)

For the same period, "Cisco Kid" outrated all other ½-hour Westerns by 50%!

*"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday . . . and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Praises Editorial

EDITOR, BROADCASTING:

My thanks and my compliments go to you on account of the editorial in Monday's (Feb. 27) BROADCASTING. It is something of a task to keep so many members of a large family reconciled to a uniform program where so many conflicting interests are involved. A little "assist" like this once in a while is really a big help.

Justin Miller
President
Nat. Assn. of Broadcasters
Washington

* * *

All-Sweet's Plan

EDITOR, BROADCASTING:

I read with interest your article and editorial in BROADCASTING, Feb. 13, regarding free time. Here is a new twist on an old idea, to get free radio time. Our local hospital called this morning and wanted us to give a lot of free publicity to them, telling this story.

"For each empty carton of All-Sweet margarine that is turned in, the hospital will receive five cents." All-Sweet's advertising executives must have stayed up all night working this out, saying to themselves: "How can local radio refuse? It is all for charity." This is all very nice, and I know that five cents per package is a big budget for advertising, but when would the poor radio station (which gives and gives and gives) be if each company worked out a plan like this?

I assume there are many radio stations who will go along with this. WSKI did not! I think that radio's record is very good, and all of us give free time to worthy causes, but think of the thousands and thousands spent each day to work out something that radio stations will take free. Everyone gets paid except radio!

Paul H. Martin
General Manager
WSKI Montpelier-Barre, Vt.

* * *

FM Needs Selling

EDITOR, BROADCASTING:

Our broadcasting industry makes great claims as to its terrific selling power. Some of us would have the advertising world believe that we could sell hot air heaters to the Zulus at high noon. Maybe we could if we'd try! But the shame of it all is that we can't even sell a product in which our own industry has invested millions.

That product is FM and the reason we can't sell it is because all promotional ideas we once had concerning it, we have packed away in mothballs. A product must be advertised in order to be sold. We who have AM outlets have the means, at least we claim we have.

Just turn to almost any page in BROADCASTING and glance at the large type. Let's prove ourselves. We have a market surrounding

(Continued on page 42)

On All Accounts

(Continued from page 12)

Doody on a competing station. Actual experience he claims gave him more studio know-how than a dozen books.

In 1948 Bill Copeland and Annita Auteri were married. They now have one son, Bobby, eight months old.

Versatile Bill can literally and figuratively "change his tune." He has a fledgling music publishing firm called "My-Bob Music," named after the aforementioned son. With a BMI license the firm's white hopes are in four Copeland tunes, one of which is "If Summer Is Good To Me," a BMI published tune recorded on an old label by the Bus Brown Combo, and backed up by another, "You Gotta Get Up Mighty Early To Be the Early Bird."

Besides working for success in his job at Byer & Bowman, Bill Copeland hopes to build a weekly TV show that packs a wallop, with himself as m. c., "just to keep his hand in."

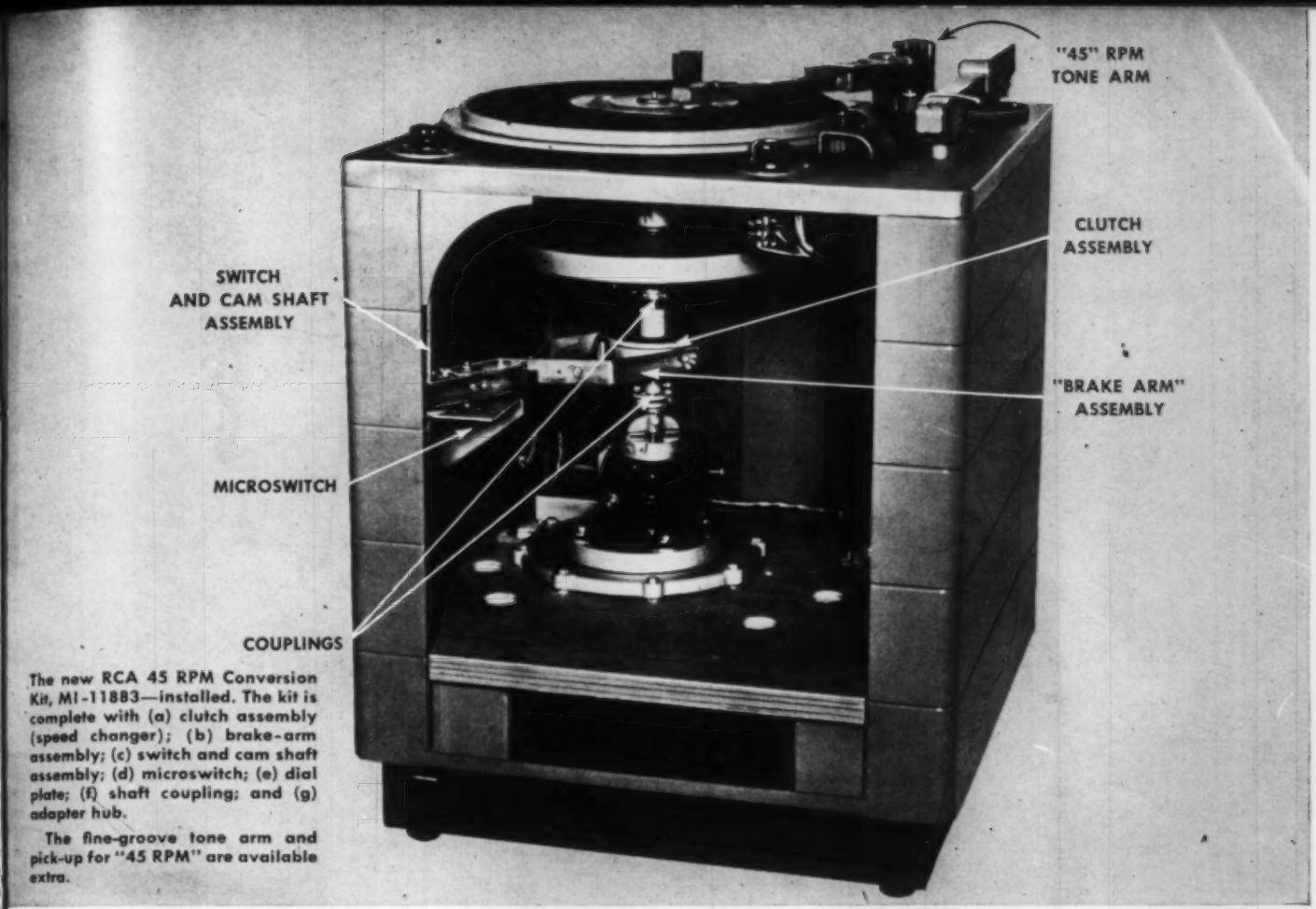
Feature

(Continued from page 12)

ice stopped and stairways became blocked with flame and smoke. Floor in the KXLY studio was damaged.

Typical of the comments on KXLY's coverage of the fire was a letter received by E. B. Craney president of Symond Broadcasting Co., owner of KXLY, from R. W. Jones, vice president of The (...) National Bank.

"After returning home," said Mr. Jones, "we listened to KXLY until the announcer was obliged to evacuate his quarters. The description of events was given in a most interesting manner and under the circumstances in which the announcer was broadcasting he was not nearly excited as probably one would expect him to be. . . . You are to be highly commended for giving the public this type of service."



The new RCA 45 RPM Conversion Kit, MI-11883—installed. The kit is complete with (a) clutch assembly (speed changer); (b) brake-arm assembly; (c) switch and cam shaft assembly; (d) microswitch; (e) dial plate; (f) shaft coupling; and (g) adapter hub.

The fine-groove tone arm and pick-up for "45 RPM" are available extra.

Play 45 RPM's on 70-series Turntables—with RCA Kit MI-11883

NOW you can handle 45's, 78's or 33-1/3's—fine-groove or standard—with this kit, and a second tone arm (available extra).

Easy to install

You install the single-unit, ball-type speed reducer between the two flexible couplings in the main drive shaft of your turntable. You transfer the motor switch leads to the micro-switch—included with the kit. That's all there is.

Easy to operate

A motor-control knob on the deck of the turntable controls the speed. Position No. 1 stops the motor. No. 2 shifts the speed control to the 78-33⅓ rpm speed-change lever (on turntable deck). No. 3 shifts to "45 rpm" position (speed lever set at 78 rpm). *You can shift speeds instantly in either direction while turntable is running.*

Same RCA broadcast dependability

Sturdy construction and accurate mechanical alignment assures you the same quiet, trouble-free service for which more than five thousand RCA turntables are famous.

RCA

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Order your kit (s) today

RCA ENGINEERING PRODUCTS
DEPT. 19 CB, CAMDEN, N. J.

☐ Send me____45 RPM Conversion Kit (s) MI-11883 at once. Price each, $70.00*.

☐ Send me____fine-groove tone arm and pick-up (s), MI-11884. Price each, $70.00*.

*NAME*_____

*ADDRESS*_____

*CITY*_____ *STATE*_____

*STATION*_____ **Price applies only in continental U. S. A.*

BROADCASTING
TELEC

...sn't time to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency timebuyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

If you're still flirting with the notion that you need several magazines to surround the men who control the choicest advertising budgets...well, you're just peddling uphill needlessly.

It *doesn't* take five...three...even two publications to woo the attention (and recognition) of the people who really count. You can commune with them through a *single* medium — through the well-thumbed, well-noted pages of BROADCASTING.

For almost 20 years now, BROADCASTING has been the solid, authoritative reporter of everything significant about its namesake industry. So much so that today virtually anybody who has anything worthwhile to do with radio and TV timebuying decisions is a close reader of BROADCASTING. The moral is obvious. While these often-unattainable people are studying the pages of BROADCASTING, you have a chance to speak up (through those same pages) about yourself.

You have a chance to speak up before a bigger, more important assemblage of bigger, more important people than any other radio or TV publication can gather together for you. They may not read the others. *They always read BROADCASTING.*

...y these facts on your adding machine:

- ...he largest and oldest publication in its field, with ...5,300 weekly paid circulation.
- ...More paid circulation among radio advertisers and ...agencies than any competing publication.
- ...he highest survey-proven readership of all radio ...rade journals.
- ...Home subscriptions (in addition to office copies) ...y key advertiser and agency personnel controlling ...more *than 85%* of all national radio expenditures.
- ...More advertising linage annually than all other ...adio journals combined.
- ...An advertising cost—to reach these decision-making ...dvertiser and agency readers—*of less than one ...ent per impression!*

BROADCASTING
TELECASTING

NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALESMAN
IS
50,000
WATTS
680 Kc.
WPTF
NBC
AFFILIATE
★ also WPTF-FM ★
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 38, No. 11 WASHINGTON, D. C., MARCH 13, 1950 $7.00 A YEAR—25c A COPY

LICENSE FEES

Explored by Congress and Treasury

A TWIN MOVEMENT was in progress on Capitol Hill last week which, if successful, would assess license fees on all commercial stations. Although not yet jelled, proposals have been forwarded along two separate paths:

● The Democratic leadership in the House has decided to sound out Treasury Dept. officials on the practicability of assessing license fees on stations and on civil airlines.

● A Senate committee staff is investigating services performed for radio and communications by the FCC with a view toward possibly assessing fees for licensing and other services rendered.

A meeting last Thursday of Administration leaders including Reps. Robert L. Doughton (D-N. C.), chairman of the House Ways and Means Committee; Jere Cooper, (D-Tenn.), Walter A. Lynch (D-N. Y.), all members of the Doughton committee; House Speaker Sam Rayburn (D-Tex.), and John W. McCormack (D-Mass.), House Majority Leader, reviewed the revenue problems.

It was reported that the session resulted in the naming of Colin F. Stam, chief of staff of the Joint Committee on Internal Revenue, Taxation, to explore with Treasury officials the feasibility of levying fees on stations and also on civil aeronautics services.

Sen. Walter F. George (D-Ga.) is chairman of the joint group, Rep. Doughton is vice chairman.

Stems From White House

Unusual significance attaches to the House move, since it indirectly stems from the White House. President Truman's opposition to cancellation of the so-called luxury excise taxes, and the concerted Congressional drive to eliminate or reduce most of the war-time impost resulted in efforts to develop new sources of revenue.

The high-level conferences of the House leadership followed a session with President Truman during which it is understood he emphasized the need of maintaining most of the excise taxes. He did not suggest the radio and aviation license fee or franchise tax approach, it was learned.

The tax suggestion came from Rep. Cecil R. King (D-Calif.), a Ways and Means Committee member, during the closed door discussions on Wednesday, and the study was authorized the following day. He pointed out that in California the state levies a flat fee for oil-drilling permits which must be paid even if the hole eventually proves dry. It is understood he talked about big profits made in radio and the high cost of administration. He also projected the air lines aspects, with discussion centering around the "franchises" which was given by the government in both instances.

Whether this topic was broached to the President following the House leadership discussion was not ascertained. It is known, however, that FCC Chairman Wayne Coy conferred with the President last Wednesday, although he had no listed appointment. Later the same day, CBS President Frank Stanton and House Interstate Commerce Committee Chairman Robert Crosser (D-Ohio) made scheduled calls on the Chief Executive.

For more than a dozen years proposals intermittently have been made for franchise taxes or license fees for radio. These have ranged from "$1 per watt" proposals to charges for filing of papers with the Commission to defray its administrative expenses, much in the manner in which the courts charge filing fees. All died aborning, however, because of the obviously discriminatory aspects, and in recognition of the fact that farmers do not defray the cost of the Agriculture Department, nor industry the costs of the Department of Commerce or of other Government agencies which render them service.

Senate Group Probe

Meanwhile, a more long-range investigation, but with the same end in mind, is underway in the Senate by staff members of the Senate Committee on Expenditures in the Executive Departments. The probe, led by Chairman John L. McClellan (D-Ark.), already has resulted in a request that the FCC provide detailed material.

According to a committee spokesman, FCC has been asked to show what services it renders the radio and television industry. The committee seeks to sift out those services which go beyond public benefit. Although the probe has been progressing for some weeks, disclosure came early last week by Sen. McClellan, who stated:

The FCC carries on extensive licensing and inspecting service without which wireless communications in the United States would be a bedlam of confusion. Further, through its inspection service the safety of shipping interests is safeguarded through issuance of adequate wireless transmitting and receiving equipment.

The FCC now has outstanding over 900,000 authorizations for transmitters of all kinds and licenses for more than 600,000 radio operators of all classes. There is essentially no charge whatsoever for these invaluable services from which tremendous benefits accrue to the recipients thereof, and the Committee expects

(Continued on page 76)

'LIGHTNING' IMPACT

Debut Reactions Vary

INDUSTRY film, "Lightning That Talks," opened last week in Manhattan and in several other cities with mixed success. On the basis of a painstaking survey by BROADCASTING, it was plain that the film failed to attain a sweeping endorsement among its audiences.

Among 309 representatives of agencies, advertisers, stations, networks and other elements of the industry who gave BROADCASTING their reactions to the film after attending its New York showing Thursday, more thought it was fair than thought it good, and more thought it poor than excellent. The great majority thought it either good or fair.

Reports from other cities where the picture was displayed last week ranged from enthusiastic to cool.

At Canton, Ohio, the picture was reported to have made a "striking impression" on an audience of 63 industrialists, retailers, wholesalers and distributors Thursday.

At Osceola, Ark., 75 business leaders gave it a cool reception. At Hopkinsville, Ky., 240 retailers and other business people viewed it with widely disparate opinions. Equally varied reactions were reported in Minneapolis and St. Paul.

A private screening by WOV New York for a group of clients in the Italian foods field resulted in "tremendously favorable" response.

At the biggest showing last week, before an audience of 500 at a luncheon meeting of the New York Radio Executives Club at New York's Roosevelt Hotel, BROADCASTING distributed questionnaires to get reactions. A total of 309 was returned. Of the total, 78 were from persons associated with advertising agencies, 101 from station and network people, 85 from station representatives firms, 15 from advertisers and 30 from other categories. *(Complete tabulation of survey on page 40.)*

Majority Liked

Among all respondents, 71.5% thought the film was either good or fair; 11.8% thought it excellent, and 16.7% thought it poor—the least favorable choice given on the questionnaire.

Slightly more than half thought it made a good sales talk for radio. Slightly less than half thought it did not.

As to how "Lightning That Talks" compared with promotion films for other media the audience had seen, 8.1% thought it was tops, 41.4% thought it was better than average, 40% thought it run-of-the-mill, and 10.5% thought it below average.

Among the New York Radio Executives Club audience, the group that appeared to be the most critical of the picture were those from advertising agencies and advertisers.

Only 10.5% of the agency respondents thought the film excellent, while 25% of them thought it poor, and 34.2% of them regarded it as fair while 30.3% thought it good.

More than half (51.5%) of the agency respondents thought it did not make a good sales pitch for broadcasting.

Among advertisers who answered the questionnaire, 20% thought

(Continued on page 40)

duPont Honors Include TV Awards to WPIX and ABC

Mr. Beatty | Mr. Howard | Mr. Clarke | Mr. Kintner | Mr. Scripps

duPONT AWARDS

Beatty, WNOX, WWJ Cited

NBC COMMENTATOR Morgan Beatty, WNOX Knoxville and WWJ Detroit received the 1949 Alfred I. duPont memorial awards at a dinner in New York last Saturday (March 11).

In addition to the three awards, made annually since 1942, two special citations were issued to ABC-TV and to WPIX (TV) New York, the first recognition of television by the duPont committee.

Each of the three principal awards includes a cash prize of $1,000.

The awards and citations were presented at a dinner held at New York's St. Regis Hotel, with ceremonies broadcast by ABC.

The commendations attached to each of the three main awards were like those which have been given since the founding of the prizes, a memorial to the late financier.

Mr. Beatty's commendation was "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Station Citations

The commendations for both WNOX and WWJ were "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations, respectively."

The special citation to ABC-TV was for its telecasts of the film *Crusade in Europe*, based on Gen. Dwight D. Eisenhower's book. The citation was "in recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the communities served through the television presentation of the historical documentation, *Crusade in Europe*."

The citation to WPIX (TV) read similarly except that it was for the station's presentation of "current news and events."

The awards and citations were received by Mr. Beatty; Jack R. Howard, president of Scripps-Howard Radio Inc., owner of WNOX; W. E. Scripps, a director of the Evening News Assn., owner of WWJ; Robert E. Kintner, president of ABC, and Richard Clark, executive editor of the New York *Daily News*, owner of WPIX.

Annual Awards

The duPont awards to stations are made annually to one station of more than 5 kw and to another of 5 kw or less. WNOX is a 10 kw outlet. WWJ is 5 kw.

Mr. Beatty is featured Monday through Friday, 7:15-7:30 p.m., on NBC's *News of the World*, sponsored by Miles Labs.

Members of the awards committee are Mrs. Alfred I. duPont, widow of the financier; Dr. Francis P. Gaines, president of Washington and Lee U.; M. H. Aylesworth, radio consultant and first president of NBC; Mrs. J. L. Blair Buck, president, General Federation of Women's Clubs, and Mark Ethridge, publisher of the Louisville *Courier-Journal* and *Louisville Times* (WHAS). All committee members attended the dinner.

Others in attendance included Mark Woods, ABC vice chairman; Joseph H. McConnell, NBC president; Niles Trammell, NBC chairman of the board; William C. Gittinger, CBS vice president and assistant to the president; Frank White, MBS president; William H. Goodman, secretary of the Alfred I. duPont foundation, and Sol Taishoff, editor and publisher of BROADCASTING-TELECASTING.

Milton Cross announced the program, and music was provided by Paul Lavalle's orchestra.

Rheinstrom to JWT

CHARLES A. RHEINSTROM, former vice president of Erwin, Wasey & Co., New York, has joined J. Walter Thompson, New York, in an executive capacity.

Drawn for BROADCASTING by Sid Hix

"One thing about Jones . . . cabinfever will never get him!"

'GAME OF DAY'

MBS Offers to Local Accou

MBS' BASEBALL "Game of [the] Day" will be offered to local and regional advertisers over 350 network stations, Frank White, Mutual president, announced last week. Decision to make the broadcast available exclusively for local sponsors resulted following a "overwhelming" response by Mutual affiliates, he said.

Two types of cooperative sponsorships can be arranged—a complete game by one advertiser, or purchase by various advertisers of 30-second announcements after every half inning, and one 60-second spot at the end of the game, according to Mr. White.

The daily broadcasts, which will commence with the opening of the Major League baseball season April 18, will be aired in 31 states from Florida to Oregon, Monday through Saturday, with Al Helfer handling play-by-play [BROADCASTING, March 6.]

HENRY C. KLEIN

BBDO Vice President Die

FUNERAL services for Henry Clay Klein, 50, vice president of BBDO, New York, were held last Friday in New York. Mr. Klein died suddenly, March 7, enroute to Philadelphia.

Born in Muncie, Ind., Nov. 1, 1899, Mr. Klein joined the Chicago office of BBDO in 1935 as radio director, and in 1940 came to the New York office where he assisted Arthur Pryor Jr., in the development of new program ideas and talent. He was made a vice president on Feb. 21, 1948 and for the past few years served as account group head for the Curtis Publishing Co. account.

Mr. Klein is survived by his wife, Jean Sprinkel Klein, and a son, Henry C. Jr.

Capitol Names Murray

S. W. MURRAY, formerly vice president of RCA, in charge of RCA Victor record division, has been elected vice president of Capitol Records Inc. He will serve in an executive capacity in a new post to be created for him. In the record business since 1928, Mr. Murray has been associated with Okeh Phonograph Co. Inc.; Nipponophone Co. Ltd., Japan; Victor Co. of Japan Ltd., and Columbia Record Co., in addition to RCA.

BAB Retail Folders

BAB LAST WEEK issued two more retail information folders, an automotive industry folder for radio stations, and a TV folder on banking. Each contains a comprehensive review of the industry and its advertising practices, particularly its use of radio and/or TV. Each folder also includes pertinent information reprinted from banking (or automotive) trade papers.

FCC REORGANIZATION

Common Carrier Bureau Initiated

FCC'S AWAITED staff-wide reorganization [CLOSED CIRCUIT, Dec. 12, 1949; BROADCASTING, Feb. 20] was initiated last week with a realignment of the Commission's common carrier operations which set the pattern for wholesale changes to come in broadcasting and other FCC departments.

As the first step toward complete establishment of its staff on a functional basis, FCC Thursday:

- Created a Common Carrier Bureau which will include law, accounting, and engineering personnel;
- Abolished the existing Bureaus of Law, Accounting and Engineering, which heretofore have comprised the major staff divisions; and
- Created separate offices of General Counsel, Chief Engineer, and Chief Accountant which will serve as major staff units with broad authority and also, pending complete reorganization, assume the jurisdiction of the old law, accounting and engineering bureaus with respect to broadcasting, safety and special services, and field engineering and monitoring.

The changes become effective April 3 and will be followed by the creation of three additional bureaus —Broadcast, Safety and Special Services, and Field Engineering and Monitoring—on a par with the new Common Carrier Bureau. The reorganization, bureau-by-bureau, may take several months.

No Appointments Made

The Commission's announcement and orders gave no hint of likely appointments as heads of the Common Carrier and subsequently established bureaus, except to say all positions "will be filled from within the present staff of the Commission. . . ."

It was expected that the new offices of General Counsel, Chief Accountant, and possibly Chief Engineer would be headed by the men in those positions in the present organization—Benedict P. Cottone, William J. Norfleet, and John A. Willoughby, respectively.

There has been recurrent speculation that a new chief engineer may be appointed to succeed Mr. Willoughby, who has occupied the engineering post on an "acting" basis since George E. Sterling was advanced to Commissioner on Jan. 2, 1948.

Harold J. Cohen, assistant general counsel in charge of the Common Carrier Division of the present Law Bureau, was regarded as FCC's probable choice for chief of the new Common Carrier Bureau.

Plotkin Broadcast Chief?

Harry M. Plotkin, assistant general counsel in charge of broadcasting, was considered among the principal contenders for the same position in the forthcoming Broadcast Bureau.

George S. Turner, assistant chief engineer, was seen as one of the leading candidates for chief of the Field Engineering and Monitoring Bureau, while initial speculation on the ultimate Safety and Special Services post covered several prospects.

Each of the new bureaus will be "responsible to and subject only to the Commissioners themselves," FCC's announcement said. Thus each bureau chief will have to answer only to the Commission for his conduct of the regulatory affairs in his particular field.

Under the realignment, the General Counsel, Chief Engineer, and Chief Accountant are slated to serve as the Commission's top-level technical advisors and representatives. For each the Commission has asked the Civil Service Commission for a $12,200 to $13,000 pay rating, as compared with the approximately $10,000 they now receive.

These three and their "principal assistants" would be disassociated from the prosecutory and investigatory activities of the functional bureaus.

Their duties, FCC has indicated to the House Interstate and Foreign Commerce radio subcommittee, will include such functions as participation in rule-making, international conferences and litigation, and the making of recommendations to the Commission on proposed legislation [BROADCASTING, March 6]. These and other duties were spelled out for them in connection with common carrier affairs.

Their responsibilities presumably will cut across all of the functional bureaus. An assistant chief probably will be designated for each of the three offices.

New Set-up

The four new bureaus meanwhile will be organized into divisions, with executives in charge of each. In the Comon Carrier Bureau there will be an Office of the Chief, a Telegraph Division, Telephone Division, International Division, and Statistics Division.

In addition to a chief of each division, a deputy chief of the entire bureau probably will be chosen. The Office of the Bureau Chief also will include a Field Coordination Unit and an Administrative Unit.

In abolishing the Bureau of Law and creating the Office of the General Counsel, FCC transferred to the latter the "positions and personnel in the immediate office of the general counsel and the positions and personnel in the Litigation and Administration Division of the Bureau of Law."

The Litigation and Administration Division is headed by Assistant General Counsel Max Goldman, with Richard A. Solomon as chief of the Litigation Branch and A. Harry Becker chief of the Administrative Branch. The "immediate office" of the general counsel includes Joseph M. Kittner, assistant to the general counsel.

The "positions and personnel" of the Law Bureau's Broadcast Division and Safety and Special Services Division were transferred to the Office of the General Counsel "until further order of the Commission." They are slated for eventual inclusion in the new Broadcast Bureau and Safety and Special Services Bureau. As units of

(Continued on page 77)

NUMBER SHOW

Giveaway Stirs Wide Reaction

By J. FRANK BEATTY

ANOTHER program idea with a giveaway gimmick ($100) has thrown 15 markets into varying stages of excitement and is starting to assume national aspects.

It's a $100 number-reading program that is giving the humble social security card a significance never conceived by its governmental creators. Within the last fortnight the idea has started to acquire angles:

- The Social Security Administration, not very happy about it, is investigating.
- FCC has heard, and is conducting a "routine inquiry."
- Fifteen areas are going through hourly crises as listeners check up on the latest number.
- Stations in 35 other markets are clamoring for exclusive rights.
- Participating sponsors are delighted, stations report.
- Some stations not in on the plan are said to be having fits about its audience impact.

?? LUCKY ??
TULSA RADIO STATION
Offering
$100 per hour
$1,000 per day
$30,000 monthly
If your Social Security number is called. One number called every hour.
We will listen for you . . . send your name, address, social security and telephone number to
LUCKY
P. O. Box 7157
Tulsa, Okla.
You will be notified immediately if your number is called.
A charge of $1.00 for this service.

An enterprising effort to capitalize on the program is evidenced by this Tulsa newspaper ad.

This attention-getting device, described by one broadcaster as the "biggest thing since the Man From Mars incident," is the creature of H. E. Hudgins, copy chief of Azrael Adv. Agency, Baltimore. The plan was worked out by Mr. Hudgins and Maurice Azrael, head of the agency.

Since the first of the year, the Azrael agency has been working seriously on its brain-child and has taken out copyright protection. One of the first to try the idea was WBMD, Baltimore daytime independent [BROADCASTING, Feb. 6].

The basic format is simple. The Azrael agency selects potential social security numbers for each station, guided by the area formula governing first digits on Social Security Administration cards. Every hour the station reads a number. If a listener has the number on his card, he can call at the station and pick up $100.

How about potential lottery aspects of the scheme? The Azrael agency says it has been advised the plan is legal. More than one participating station has made a separate check and is convinced it's legal.

While chance of winning might appear remote, winners are appearing at stations about once a week. Without winners the plan might fold quickly so the number of required digits can be cut from SSA's maximum of nine to five or six, for example, greatly increasing the chance of finding a winner.

Mr. Azrael

Mr. Hudgins

WBMD Baltimore had five winners in six weeks and WLEE Richmond, Va., had four winners in eight days, according to Herbert R. Harris, Azrael account executive who finds himself suddenly enmeshed in a fulltime—even overtime—assignment.

The Azrael agency bases its fee on population of the market and the number of programs sold by the station. Since the station pays only on sponsored programs, the plan can be introduced in a market at nominal cost.

And what happens when social

(Continued on page 76)

PERPETUAL BANKS ON RADIO

Builds Goodwill With WRC

By DAVE BERLYN

FEW OTHER radio advertisers can meet the claim of Perpetual Building Assn., Washington, in patting its competitors on their collective backs with altruistic acumen twice a morning three times a week.

This is precisely what Perpetual, bearing a banner of "the nation's largest saving and loan institution," has dared to do on NBC's network news show, *World News Roundup*, which it sponsors Tuesday, Thursday and Saturday over WRC Washington.

Banking its ideas on a sound program, Perpetual is making its innovation pay off in goodwill dividends. Always traditional and filled with pride of its stability and promise of security to home owners, Perpetual believes in carrying through this spirit to radio listeners.

The seed was planted for the program's different-type commercial—commending the history and accomplishments of a competing bank or loan institution in the capital city's area—a relatively short time ago.

Started in 1949

Perpetual first took to the morning show the beginning of 1949 when its president, Edward C. Baltz, decided the type of institutional-flavored advertising his firm favored should be extended from the printed page to depositors' radio sets. The news program was chosen, it was explained, because it was traditional morning radio fare for a wide audience in a long established time spot and because it was produced with network calibre.

In addition to being proud of its own record, Perpetual believes the entire field of savings, loans and such types of banking has a story to tell. Braving the stigma of spending dollars to advertise the *names* of competing institutions, the company proceeded to tell the

MR. BALTZ

* * *

story of the organizations.

Its first half-dozen months on WRC hewed a straight line of institutional advertising, clinging to the policy of perpetuating the name of Perpetual, time out taken only to promote government savings bonds and other public causes.

Then the competitor service idea, called "know your building associations," engendered by Mr. Baltz, took hold. Conferences with Harry L. Merrick, vice president, and Forest Entwisle, both of Kal, Ehrlich & Merrick, Washington, Perpetual's agency, developed the format. Sol Panitz, agency's radio and TV director, and Dana Dillon, agency's copywriter, ironed out details. Edward Hotze, Washington *Times-Herald* advertising man and Perpetual advisor, was liaison.

Handling of announcements since the new policy's start, Aug. 22, 1949, has been a simple but meticulous process. A competing institution is chosen, research rounded into shape by Mr. Hotze, copy turned out by Mrs. Dillon and the result checked by Mr. Panitz. After the careful selection of material and its assembly, the finished product is tailored to fit a smooth, deliberate delivery which preserves the tonal quality of Perpetual's prestige.

Listeners to the news roundup on that summer's day wondered if their ears played them tricks. An announcer in a quiet, sincere voice described the history of a banking firm other than Perpetual, mentioning resources or assets and praising founders or present officers. No mention was made of Perpetual until the close of the announcement, e. g.: "Perpetual . . . is proud to be a neighbor of the————Bldg. Assn., and salute its officers, directors and employes for their faithful assistance in making Washington a city of homes. This message is sponsored by Perpetual, a neighbor association—11th and E Sts. N. W."

Emphasizes Name

As one of the officials concerned with the program puts it, Perpetual thinks of the program as public relations because "it does not sell anything, never asks people to deposit money, but emphasizes the name of Perpetual, inoffensively." The 60 seconds allotted to the announcement may be pared at times on the theory the listener is tuning to the program to get the news quickly. The opening and closing seldom vary in content and are altered only to fit continuity.

Perpetual not only is making an imprint on Washington radio l[isteners] also is carrying its message [to] outlying areas where spot, tr[ansmitted] daily, Mon.-Fri., is placed on t[he] *Brooke Johns Show* on WR[C] Bethesda-Chevy Chase, Md. (Wa[shington] ington suburb). These announc[e]ments are the same as those [on] WRC.

Stacks of mail which fill the Pe[r]petual letter box quite often [ask] "how come?" These are quick[ly] answered by Mr. Baltz with [an] explanation of the program's [in]tent. Letters from depositors [have] expressed thanks. Still other [let]ters, warmly appreciative, [are] signed by officials of competi[ng] firms. One depositor said the pro[-]gram expounds the saying "a chain is no stronger than its weakest link" and that he was sure Per[-]petual was "doing much to [up]the industry as a whole to [the] listeners." He said: "I have been a shareholder in Perpetual for the last 15 years and feel that my money could not be in a more desirable depository."

W. S. Pratt Jr., president of Equitable Cooperative Building Assn., Washington, said he was "particularly impressed with the unselfishness of your thought and the fairness of its presentation. To us at the Equitable it represents the fine goodwill among our group, each striving to serve the community. . . ."

At least for 1950, as in 1949, it can be said Perpetual is allotting 20-25% for radio in a flexible advertising budget. Kal, Ehrlich & Merrick also vouches for this faith in radio—and TV seems to be in the not too distant future for Perpetual—"the nation's largest."

FCC Actions

THIRTEEN new AM stations approved by FCC last week included two new outlets for Hawaii, one of which went to Royal V. Howard at Honolulu and the other at Hilo to owners of KPOA Honolulu. Seven existing AM stations won improved facilities. Four new Class B FM outlets approved for New York metropolitan area, three of which went to existing AM operators. KBTV (TV) Dallas granted transfer for $575,000 to WFAA-AM-FM there. Six other assignments also approved. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 59 and in FCC Roundup on page 75.

GALE ELECTED

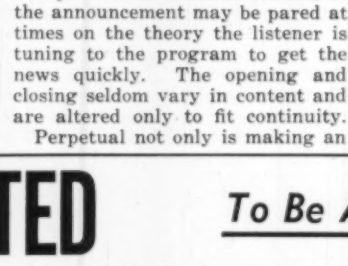
To Be Ad Council Chairman

ELECTION of Samuel C. Gale, of General Mills Inc., Minneapolis, as chairman of the Advertising Council, succeeding Charles G. Mortimer Jr. of General Foods Corp., was announced by the council last Thursday following the annual board of directors meeting.

Mr. Mortimer, vice president in charge of marketing for General Foods and council president for the past three years, was named to head the policy planning committee of the council board. Theodore S. Repplier, council president since 1946, was re-elected.

Mr. Gales, vice president in charge of advertising, home service and public services for General Mills, has been a director in the council for two years. Last year he was chairman of the advertising subcommittee for the Citizens United Nations Committees. He is the first midwest executive to head the council.

Lee H. Bristol, president of Bristol-Myers, was re-elected vice chairman. Louis N. Brockway, executive vice president of Young & Rubicam Inc., and Philip L. Graham, president of the *Washington Post* and WTOP Inc., were elected new vice chairmen.



THE Advertising Council's new board chairman, Samuel C. Gale (r), vice president and director of advertising, General Mills Inc., chats with his predecessor, Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., chairman for the past three years.

Other elections included Frederic R. Gamble, AAAA president, and Paul B. West, ANA president, as secretary and treasurer, respectively. Allan M. Wilson and George P. Ludlam were re-elected vice presidents.

Annual Time Contribution

About a $100 million worth of advertising is contributed annually by radio and television stations, newspapers, magazines and outdoor billboards. Because time and space are frequently donated by various companies, it is necessary for the board to get the "fullest" cooperation, Mr. Gale said. He added that the council's progress to date has been "significant" in the east, but that heaviest stress would be laid on western territories.

Any campaigns adopted by the council must have the approval of three-fourths of the policy planning committee. Its newest campaign—the decennial census—opens this month on radio, television, and in other media.

NARBA TURMOIL LESSENS

Cuba Pact Subject to Senate

WORK on the new U. S.-Cuban NARBA treaty [BROADCASTING, March 6] reportedly was near completion in Havana late last week, while industry protests against "secret agreements" subsided under assurances that the document will be subject to Senate scrutiny and ratification.

Barring unanticipated developments, the task of working out final details and drafting the agreement was expected to be completed within a few days—perhaps over the weekend (see channel-by-channel analysis of tentative agreement below and tabulation page 42).

Industry indignation over failure to serve notice of the proposed terms upon the affected stations was calmed by guarantees that the document will not be "final" until it is ratified by the Senate.

It is slated to become a part of the complete NARBA, on which negotiations among all participating nations are scheduled to resume some time after April 1, or to be used as a separate bilateral agreement with Cuba in event no overall NARBA agreement is reached. In either case, it would be subject to Senate ratification.

Chairman Ed C. Johnson of the Senate Interstate and Foreign Commerce Committee, spurred by protests from broadcasters and Senate colleagues alike, was poised early in the week to lodge a stinging protest with FCC and the State Dept. He was disuaded in a Tuesday-morning conference with FCC Comr. Rosel H. Hyde, chairman of the U. S. NARBA delegation, before Mr. Hyde flew back to Havana for the final round of negotiations.

Without discussing the merits of the proposed agreement, Sen. Johnson told BROADCASTING:

"I can say that I am satisfied with Comr. Hyde's assurance that the Senate would have the chance to ratify either a new NARBA agreement or a treaty worked out between the United States and Cuba."

When that time comes, Sen. Johnson continued, "we can judge the effects of the agreement on its merits."

Tentative terms reported unofficially from Havana indicated Cuba would:

● Give up all operations not authorized by the expired NARBA or the new agreement;

● Receive special rights on the three 1-A clear channels on which she had privileges under NARBA —640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis)—and relinquish unused NARBA rights on 1-A 890 kc (WENR-WLS Chicago).

● Get Class 2 authority on 16 1-B channels.

● Receive rights to use power above 5 kw on the same number of channels on which she had similar rights under NARBA (these would be 550, 570, 590, 630, 790, 910, 920, 950, 980, and 1150 kc).

● Be permitted to increase the limitation to seven existing U. S. regional stations.

● Be accorded "special" protection by future U. S. stations on 11 channels (550, 570, 590, 630, 640, 690, 740, 860, 920, 950, and 980 kc).

● Permit U. S. stations to exceed "normal" protection to Cuban 250-w stations on at least eight regional channels (930, 1250, 1270, 1290, 1360, 1430, 1470, and 1590 kc).

● Be permitted to operate with 1 kw on the 1340 kc local channel.

● Operate a 1-kw part-time station on the 1-A 1160 kc channel, limiting the operations to protect KSL Salt Lake City, the U. S. dominant, in accordance with NARBA.

The granting of "special" protection to Cuban stations on 11 frequencies, authorities reported, would affect no existing U. S. station except KPRC Houston (950 kc). Two Puerto Rican outlets—WIBS Santurce (740 kc) and WNEL San Juan (860 kc)—would also be affected, but it was pointed out that these may be moved in any event. KPRC was reported to have agreed tentatively to make directional antenna changes satisfactory to Cuba.

Additionally it was learned that insofar as these 11 channels are concerned Cuba is still seeking to have the "special" protection include a ban on further U. S. assignments in Florida and southern portions of Georgia, Alabama, Mississippi, and Louisiana.

The NAB, in a comprehensive study and report on the Havana negotiations, also reported the U. S. has indicated it will consider shifts in frequency or changes in directional systems for WMBM Miami Beach (800 kc daytimer) and WVCG Coral Gables (1070 kc daytimer).

One of the chief points of industry opposition to the agreement, aside from the secrecy in which it was evolved, arose from a fear that Cuban stations would not employ directional antennas that will give U. S. stations the specified degree of protection.

Proponents of the agreement contended it goes comparatively little farther than the expired NARBA in its concessions to Cuba and that, as an instrument for "regulated interference," it is preferable to having "unregulated interference" with no treaty.

They summarized salient features:

1. Cuba relinquishes rights to one of the four U. S. 1-A clear channels she was authorized to use under the old NARBA.—Proponents of clear-channel breakdown felt this is not a victory for clear channels alone. They argue the U. S. will thus have one more clear channel available which she can "exploit"—that is, break down.

2. Cuban use of U. S. 1-B clear channels.—The agreement, proponents claimed, "merely adds insignificant interference to two or more" U. S. 1-B's. In one case, they said, the U. S. station will suffer "only in an area of about 200 square miles in a locality where hardly anyone lives." In the other the Cuban interference will be "much less than the interference already existing" from U. S. operations.

3. Cuban "high power" on U. S. regionals.—There is no increase in the number of regionals involved (10), and Cuba undertakes to protect the U. S. stations in accordance with U. S. standards. As to Cuban compliance with protection terms, treaty proponents claimed "the vast majority of the Cuban radio industry" are now convinced of the need for cooperation with the U. S. in the interests of the Cuban radio economy. Additionally, it was felt the new NARBA will provide better enforcement procedures.

4. Interference from low-power Cuban stations to U. S. regionals.—Seven instances of increases in the RSS value of interference to U. S. regionals were cited. The amount of

(Continued on page 42)

TENTATIVE U. S.-CUBA TREATY ANALYZED

HOW DOES the tentative new U.S.-Cuba ether treaty [BROADCASTING, March 6; also see story this page] compare with the 1946 NARBA agreement which expired last March 29?

To provide the answer, the following channel-by-channel analysis has been prepared with the assistance of Commdr. T.A.M. Craven, Washington consulting engineer, former FCC Commissioner and one-time FCC chief engineer, a leading figure in the original NARBA sessions, and a member of the U.S. industry advisory delegation at the U.S.-Cuba negotiations in Havana.

The comparison undertakes to show the principal special rights accorded Cuba under the tentative new agreement as against those provided in the 1946 NARBA or Interim Agreement, which expired March 29, 1949. It is broken down according to (1) Cuban use of U.S. 1-A clear channels; (2) use of U.S. 1-B channels by Class 2 stations in Cuba; (3) Cuban use of "high power" on regional channels; (4) instances of new interference to U.S. regionals.

In addition, Cuba would retain her NARBA right to use up to 250 w on any local channel and would abandon operations which she has conducted contrary to her NARBA allocations. The new agreement also would provide for additional protection of Cuban stations in future U.S. grants on 11 channels, and for U.S. to exceed "normal" protection to Cuban stations on eight other frequencies.

In the following breakdowns, U. S. clear-channel stations listed in parentheses are the dominants on the respective frequencies:

CUBAN USE OF U.S. 1-A CHANNELS

640 kc (KFI Los Angeles)—1946 NARBA authorized 25 kw at Havana; new agreement changes this to 15 kw at Las Villas.

670 kc (WMAQ Chicago)—1946 NARBA authorized 1 kw at Oriente; new agreement directionalizes this operation.

830 kc (WCCO Minneapolis—1946 NARBA authorized 1 kw at Havana; new agreement makes it 5 kw day and 1 kw night at Havana.

890 kc (WENR-WLS Chicago)—1946 NARBA authorized 1 kw at Camaguey; in new agreement Cuba relinquishes this right.

(Cuba had never exercised her 1946 NARBA rights on 890 kc. Channels which she has used contrary to the 1946 NARBA include 660 kc (WNBC New York) and 760 kc (WJR Detroit) and possibly 780 kc (WBBM Chicago); these would be among those she would relinquish.)

USE OF U.S. 1-B CHANNELS BY CLASS 2 STATIONS IN CUBA

(Comparison is with reported Cuban operations as of the time NARBA expired, some of which the U. S. had protested on grounds they were contrary to NARBA. Asterisk (*) indicates "some interference.")

680 kc (KNBC San Francisco is U. S. 1-B)—Cuba has had 1 kw day and 500 w night at Santa Clara and 250 w fulltime at Artemisa, which U. S. had protested. Havana Agreement would change this to 1 kw day and 250 w night at Camaguey.

810 kc (KGO San Francisco and WGY Schenectady)—Cuba has had 1 kw day and 250 w night at Las Villas. This would become 1 kw fulltime at Las Villas, using directional antenna.

850 kc (KOA Denver)—Cuba has had 2 kw fulltime at Oriente. Havana Agreement would add 250 w fulltime at Las Villas.

* 1000 kc (WCFL Chicago and KOMO Seattle)—Cuba has had 1 kw fulltime in Oriente plus 1 kw at Camaguey which the U. S. had protested. Havana Agreement would give her 1 kw fulltime at Camaguey and 1 kw day and 250 w night at Oriente.

1030 kc (WBZ Boston)—Cuba has had 250 w daytime at Pinar del Rio. This would be unchanged.

* 1060 kc (KYW Philadelphia)—Cuba has had 10 kw directional at Havana, which U. S. had protested, and 250 w at Camaguey, both causing some interference. These are changed to 1 kw day and 250 w night at Las Villas and 250 w full-

(Continued on page 42)

IRE CONVENTION

Over 150 Technical Papers Rea

OVER 16,000 visiting engineers from 23 states, Canada and England gathered in New York last week to hear technical papers and inspect over $7 million worth of equipment on exhibit for the 39th annual convention of the Institute of Radio Engineers.

Session's were held at the Hotel Commodore and Grand Central Palace Monday through Thursday, with 150-technical papers read during some 30 sessions. In addition, a total of 253 exhibits were on display. Seven symposiums, including one television, commanded the attention of IRE members and other visitors.

IRE 1950 Medal of Honor was awarded to Professor Frederick E. Terman, dean of the School of Engineering, Stanford U. Otto H. Schade, research engineer, RCA Victor Div., received the Morris Liebmann Memorial Prize.

Fellowship recipients included A. V. Bedford, research engineer, RCA Labs., and Jack R. Poppele, MBS-WOR New York.

Guy Honored

Raymond F. Guy, NBC engineer and new IRE president, was honored at a luncheon Tuesday. Speakers included Maj. Gen. F. L. Ankenbrandt, communications director, Air Force Dept., and Sir Robert Watson-Watt of England, new IRE vice president. Stuart L. Bailey, outgoing IRE president, was toastmaster.

The institute's annual awards for merit in radio-electronics and 30 fellowship awards were given at the annual banquet Wednesday evening. Speaker was Harold B. Richmond, chairman of the board, General Radio Co. Toastmaster was Donald G. Fink, editor of *Electronics* magazine.

* * *

New developments revealed at the exhibit were:

A new circuit design which makes possible a new simplified three-tube receiver giving five-tube performance, and a radio set selling for as little as $5—by W. K. Volkers, consulting engineer.

An amplifier tube which may improve TV reception, especially on the fringe of a TV station's area, and enable better receivers with fewer tubes—RCA Labs.

RCA high-vacuum tube (Type 5831) capable of 500 kw of continuous output, with power four times that of any previous RCA tube.

Improved radio circuit techniques applicable to standard broadcast receivers, television and other radio receiving systems—Sylvania Electric Products Inc.

Test Equipment—oscillators, frequency meters, and noise generators—for the UHF television band —Polytechnic Research & Development Co.

A flying spot scanner picture generator, for television studio operations, which can carry the program load at certain daily periods, thus freeing an iconoscopic chain for previewing film or for rehearsals. Unit also can be used as a basic picture generator for color TV experiments, and as a compact television camera for industrial television—by Philco Corp.

New transmitting equipment designed for use in UHF channels proposed by FCC for commercial telecasting was described last Wednesday by two RCA engineers. They read papers on the RCA Type TTU-1, a UHF transmitter, and RCA Type TFU-20, a high-gain slot-type antenna and radiating system for TV transmission.

This equipment currently is being operated by NBC under an experimental authorization in the UHF installation at Bridgeport, Conn., in the 529 mc-535 mc band. The transmitter and antenna were described as helpful in the utilization of UHF frequencies for TV, thus relieving the limited channel situation in the present VHF band.

At a Monday session Ralph Bown, Bell Telephone Labs, urged radio and communications engineers to "lead the way" in finding out what the future holds for television. He expressed hope that engineers would be impressed with the thought that television has a "wider destiny and a deeper obligation than merely to serve as mass amusement." He characterized video as a "servant" to each individual.

DuMont Color System

DuMont Labs last Monday unveiled its new color television system for industrial use [TELECASTING, March 6]. System may be installed in medical schools, clinics or hospitals, and now is available commercially. It is designed for 18 mc, 525 lines at 180 fields per second, and is described as affording picture resolution better than that obtained with black-and-white equipment with full color added.

TV broadcasting's problem of narrow bandwidth and compatibility which has restricted picture resolution and color fidelity in other color systems was ignored in the design of the closed circuit system, Dr. Allen B. DuMont, president of DuMont Labs, noted.

Cost of the color system for a camera chain from pickup eye monitoring scope was set at $1,985. The system was described as "wired" video rather than "air" television by DuMont engineers.

Among the exhibits at the convention were a 16mm Telecasting projector, a large screen projector (36 inches by 27 inches), film processor and experimental TV camera chain developed in the laboratories of General Precision Equipmen Corp. and manufactured by its member companies.

GPE has been eyeing the growing interest in theatre television as well as projection TV for restaurants, bars, and hotels, for which it is prepared to furnish projection equipment. GPE comprises 12 companies, among them the Theatre Equipment Contracts Corp. which handles installment contracts.

Additionally, GPE has a working agreement with Pye Ltd., the British TV firm, for pushing the latter's complete portable TV camera and experimental camera chain.

Also shown was the new tryin TV antenna mast made by Whit Turbine Co. and designed for outdoor television support especially in fringe or non-urban areas. The 40-foot antenna mast also is adaptable to other communications uses.

A new type of transmission line called the "G-String" and having commercial and military applications, also was described during the convention. The line may serve as

(Continued on page 30)

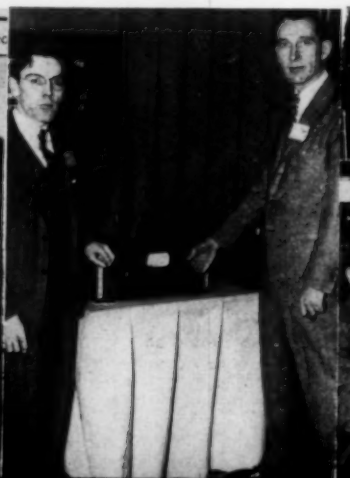
* * *

IRE session break finds Jay Quinn (r), of Fairchild Recording Co., explaining operation of a thermo-stylus recording kit to Frank H. McIntosh (center), of Frank H. McIntosh Co., and Blair Foulds, General Precision Corp.

DETAILS of uniform cross-section guyed tower constructed by Truscon Steel Co., Youngstown, Ohio, are pointed out at IRE session by G. F. Bateson (l), of Truscon, to B. A. Proctor, Proctor Soundex, Mt. Vernon, N. Y.

* * *

ANOTHER piece of equipment shown at IRE meet is examined by D. H. Shallcross Jr. (l), Shallcross Mfg. Co., Collingdale, Pa., and Thomas Aldrich, Presto Recording Corp., Paramus, N. J.



* * *

DuMONT's industrial color television system gets attention from this group at IRE meet (l to r): Seated, R. E. Kessler and Harry R. Smith; standing, Herbert E. Taylor, T. T. Goldsmith and G. R. Tingley, all of DuMont.

National Safety Council Honors WHO for Fourth Consecutive Year!

WHO's selection for the National Safety Council's Public Interest Award marks the *fourth consecutive year* in which this 50,000 watt Clear Channel Station has been cited "for distinguished service" . . . "for exceptional service" to safety on the farm.

Proud as we are of this Award, we are more proud of the *people* on our staff who helped us win it—the script writers, music arrangers and producers—the announcers, the guest speakers, the civic organizations who cooperated to make broadcasting *realities* from farm-safety *ideas*.

The Award is further proof of WHO's public-spirited programming, its awareness of community responsibility, its desire to furnish "Iowa Plus" listeners with the finest radio service in America. For advertisers there's an added significance—*WHO's consistent leadership means greater advertising values for any product, in any season, at any time of the day or night.*

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

14% SALES INCREASE IN RECORD TIME...

results in sponsor* adding 6 new markets!

*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days . . . in a market where distribution was thin . . . during the summer, when bread sales are lower.

Now In 2nd Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—
From buttons to guns—is breaking traffic records.

LOW PRICED!
½-Hour Western Adventure Program . . . Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

INITIAL showing of the new super-power beam triode tube (see page 69, developed by RCA Victor's Tube Dept., was given at IRE show in New York last week. Explaining the tube are (l to r): W. L. Rothenberger, assistant general sales manager; Louis Martin, manager of the equipment field force, and H. C. Vance, manager of industrial tube sales.

IRE Convention

(Continued from page 28)

a means for distributing TV programs on a wired basis, according to Dr. G. Goubua, Signal Corps Engineering Labs.

Principle involves an ordinary wire conductor with a specially treated surface. Where a single unit of the coaxial cable can carry only one TV program at a time, the "G-String" would enable transmission of a number of services, including television with facilities criss-crossing the country.

Additionally, the new transmission system could lead the way to a system of television distribution to homes with telephones enabling callers to see as well as hear themselves.

Standby station generating equipment provided power for hundreds of pieces of technical apparatus during the exhibit, because of the electric power shortage.

RIVERS GRANT

Savannah Outlets Oppose

IN WHAT is believed to be the first such action of its type, the existing stations of Savannah, Ga., last Wednesday filed a formal complaint with FCC against a new station-grantee there, E. D. Rivers Jr. FCC on Monday granted Mr. Rivers 1 kw daytime on 900 kc in Savannah.

The charge, filed by the Savannah Radio Council, is that Mr. Rivers has not operated WEAS Decatur, Ga., in the way he told FCC he would, which raises "serious question as to Mr. Rivers' qualifications to conduct and operate the proposed station at Savannah." The council asks that the non-hearing grant be set aside and the application set for hearing.

The Savannah Radio Council is composed of WCCP WDAR-AM-FM WFRP WSAV-AM-FM and WTOC-AM-FM, all Savannah.

FTC VACANCY

Truman Names Hutchinson

MARTIN A. HUTCHINSON, 57-year-old Richmond attorney, was named last week by President Truman to succeed the late Ewin L. Davis on the Federal Trade Commission. Mr. Hutchinson would fill out a term that expires in September 1953. Senate confirmation would make him fifth commissioner and fill out FTC's remaining vacancy.

Mr. Hutchinson's clients in Richmond have included WMBG and WTVR (TV).

Mr. Hutchinson, a Democrat who has described himself as "liberal" and "independent," ran unsuccessfully against Sen. Harry F. Byrd (D-Va.) for the Democratic nomination for the U. S. Senate in 1946. Sen. Byrd has not indicated whether he will take exception to Mr. Hutchinson's nomination. Chairman Edwin C. Johnson (D-Col.), of the Senate Interstate & Foreign Commerce Committee that will consider the nomination, said hearings have not yet been scheduled.

In recent years, Mr. Hutchinson directed political activities in opposition to the Democratic organization headed by Sen. Byrd in Virginia. Posts held in the state by Mr. Hutchinson included secretary to the Democratic Central Committee and secretary of the Commonwealth.

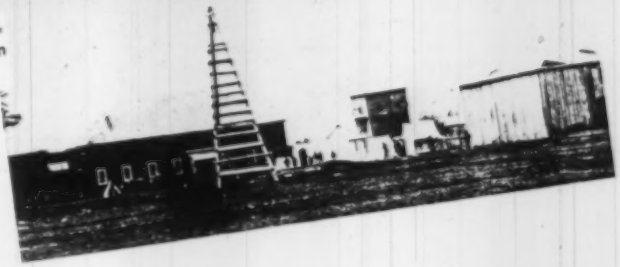
Upcoming

March 24: San Francisco Chapter, Academy of Television Arts and Sciences, first annual award banquet, San Francisco.
March 28-31: National Premium Buyers Exposition, Stevens Hotel, Chicago.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-13.
Unaffiliated Stations Conference, April 16:
FM Stations Conference, April 17.
Management Conference, April 17-19.

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*

1950—a choice industrial area, site of the Alcoa aluminum plant.

1825—a frontier fort, outpost of the Hudson Bay Company.



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

This year Vancouver observes the 125th anniversary of its founding. The first settlement in Washington, the "cradle of Northwest industry", is in 1950 heart of southwestern Washington's industry, agriculture, hydro-electric distribution. Separated from Portland's metropolitan area only by the width of the power-laden Columbia River, Vancouver shares with its sister city a new-found prosperity — through an influx of multi-million dollar industry and a new generation of modern pioneers that has given the KGW coverage area the nation's greatest population increase during the last decade.

Through Comprehensive Coverage KGW DELIVERS VANCOUVER . . . as it delivers the rest of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

BILL POWELL

FRANCIS LAUZAU

BILL KRAMER

BOB FRAZIER

FRANK LEE

WMMN

PRODUCTION SHEET

Date SUNDAY, MARCH 5, 1950

Page 2

Station WMMN

Time STANDARD

Announcer	Time	PROGRAM	Class	No.	SPONSOR
	12:00	NEWS THIS WEEK IN WEST VIRGINIA PS	LS	3	
JW	12:14:30	ANN IMPERIAL ICE CREAM	SA	3	
		THE WMMN SUNDAY SHOWCASE	RC	3	HARTLEY'S
		✓ BLUE BARRON ET	SA	3	
	12:15	ANN SELECT BAKING CO.	RC	3	DODGE JEWELRY COMPANY
FL	12:29:30	EDDY HOWARD ET	RC	3	ROSS FUNERAL HOME
JW	12:30	✓ COTE GLEE CLUB ET	SA	3	
BP	12:44:30	ANN ET CARTER'S PILLS	RC	3	EAST PARK MARKET
BP	12:59	✓ DEL COURTNEY ET	RC	3	MAUNZ SHOP
JW	1:00	✓ EVALYN TYNER ET	SA	3	
FL	1:14:30	ANN STANDARD FURNITURE	RC	3	BARR THOMAS LUMBER CO.
BP	1:29	✓ VAUGHN MONROE ET	RC	3	JENKINS G.M.C.
JW	1:30	✓ CHUCK FOSTER ET	SA	3	
BK	1:44:30	ANN SELECT BAKING CO.	RC	3	SPRINGERS APPLIANCE
LA	1:59	✓ RAY ANTHONY ET	RC	3	COZY REST
JW	2:00	✓ HENRY BUSSE ET	SA	3	
BK	2:14:30	ANN HARTLEY'S	RC	3	RADIO ELECTRONICS
LA	2:29	✓ FOUR KNIGHTS ET	RC	3	A.T.MORROW
JW	2:30	✓ TOMMY TUCKER ET	SA	3	
BP	2:44:30	ANN DUNLAP CHEVROLET CO	RC	3	1ST NATL.BANK OF GRAFTON
LA	2:59	✓ AIR LANE TRIO ET	RC	3	HUMASON TIRE SHOP
JW	3:00	✓ FRANKIE CARLE ET	SA	3	
BP	3:14:30	ANN KETTERING BAKING CO	RC	3	DELANEY APPLIANCE
BK	3:29	✓ SHEP FIELDS ET	RC	3	QUEENS ESSO STATION
JW	3:30	✓ TONY PASTOR ET	SA	3	
FL	3:44:30	ANN JONES, INC.	RC	3	ANGELILLI MEMORIAL
BP	3:59	✓ LEW WHITE ET	RC	3	EAST FAIRMONT
JW	4:00	✓ RUSS MORGAN ET	SA	3	
BK	4:14:30	ANN 1ST NATL.BANK OF FAIRMONT	RC	3	PARKERS CLEANERS
LA	4:29	✓ AL TRACE ET	RC	3	RAYS JEWELRY STORE
JW	4:30	KAY KYSER ET			
BP	4:44:30				

✓ denotes Lang-Worth talent.

XUM

SPONSORS BUY LANG-WORTH

WMMN Reaps Commercial Harvest Every Sunday Afternoon, via Lang-Worth

Says Allen (Dutch) Haid:

"Sunday afternoon, in many communities, is not too productive of commercial radio time. To combat this situation in Fairmont, West Virginia, WMMN came up with its 'Sunday Showcase.'

"The enclosed log (Sunday, March 5, 1950) speaks for itself. Note that 17 of the 19 quarter-hour commercials are programmed from the Lang-Worth Library. We are now entering the second 26-week flight of the 'Showcase' with every quarter hour re-sold! This proves conclusively that both our idea and your talent are commercially solid.

"We take off our hats to Lang-Worth! The flexibility of the library, together with its personalized openings and closings, makes possible this very satisfying revenue, every Sunday afternoon.

"WMMN, with 5000 watts power, has been doing a big job in North-Central West Virginia for the past 22 years. With CBS, Lang-Worth, and a red hot staff with plenty of 'savvy,' WMMN keeps in the number one spot by a large margin."

(Signed) **Allen L. Haid,**

Operating VP, WMMN, Fairmont, W. Va.

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Editorial

. . . and There Was Light

A WEEK AGO there were portents of another conflagration in the inter-American ether waves. Today the torch is being carried by both the United States and Cuba for peace, justice and radio tranquility. These nations now have tacitly agreed to allocations which the experts say will result in a minimum upsetting of the service in both nations.

Most significant is the fact that the agreement, in one fashion or another, entails ratification by the Senate and does not become operative until it receives full diplomatic treatment. Thus, it can be used as a model in devising the new NARBA treaty which would embrace Mexico, Canada, and other signatory Latin nations. It will be integrated in NARBA if an accord is reached. If not, then through a bilateral arrangement, subject to Senate ratification, Cuba and the United States will make its terms effective.

In the interim, steps will be taken to eliminate existing make-shift allocations, outside the original treaty terms, whereby Cuban stations are operating on U. S. assignments without essential protective safeguards. Under the agreement, Cuba gets special rights on 10 regional and three 1-A clear channels and certain other concessions, with provisions for directional installations adequate to protect mutually the assignments in both countries.

This situation was resolved last week when FCC Comr. Rosel H. Hyde, chairman of the U. S. Delegation, returned from Havana for hurried sessions with the State Department, the FCC and Chairman Ed Johnson of the Senate Interstate Commerce Committee. It is an open secret that the Senator was primed to blast with more of his rhetorical T. N. T. because many of his colleagues had complained about the "secret" negotiations which would "sell out" constituent independent stations. When it was ascertained that there would be a full dress treaty and that the allocations would not become operative until Senate ratification, hostilities properly were called off.

Broadcasters who protested had learned of the scope of the proposed agreement by radio's vaunted underground. They fought back, particularly against the secrecy element. Once they learned that there would be no agreement until ratified by the Senate, their main objections were withdrawn.

The new Cuban communications ministry is responsible, and it is generally felt it will live up to its commitments. Provisions for directional arrays would give strongest possible protection, our delegation reports. Because this has not been so in the past, those broadcasters who had not been apprised of the agreement, understandably sought more information. Chairman Johnson's interest, engendered by inquiries from his colleagues, has cleared the atmosphere.

The solution to one of radio's knottiest problems appears to have been achieved despite the momentary confusion which obviously stemmed from lack of information. The U. S. always has championed open covenants openly arrived at. The wisdom of this precept is reflected in this current incident. As soon as there was freedom of access to the information, the fire of unrest and confusion was snuffed out.

Merited Merits

THERE ARE few in radio—or outside of it—who will challenge the wisdom of the duPont Awards for 1949. Morgan Beatty, recipient of the commentator's citation, has long been distinguished in his field. He is more than a commentator; he's a foot-reporter with an insatiable thirst for the news behind the news.

WWJ Detroit and WNOX Knoxville are distinguished stations under distinguished ownership and management. Each has had more than a quarter-century of operation—WWJ since 1920 and WNOX since 1921.

The surprise came in special citations for television, marking duPont's recognition of that kaleidoscopic medium. It was done without drum-beating or press-agentry, in the traditional duPont manner. The winners are ABC-TV for its challenging telecasts of Eisenhower's *Crusade in Europe*, and WPIX (TV) New York for its current news and events.

It is significant that neither of these TV ventures brought monetary profits to their telecasting entrepreneurs. The rewards come in recognition of jobs well done, and of building prestige that pays its dividends in public acceptance and eventual economic return, in the time-tested American way.

Budgeteering

IF APPROPRIATIONS determine the amount of work which will be done, President Truman's FCC budget proposal, now under House Committee scrutiny, leads us to expect a 2.7% increase in FCC accomplishments during the next fiscal year. This seems little enough to expect. The obvious conclusion would be that FCC should have more money.

But if increments are based not only on work to be done but also on past attainments, then there is an equally obvious suspicion that 2.7% is aplenty if not too much. Thus Mr. Truman's FCC budget leaves us with what FCC would call mutually exclusive conclusions.

There can be little dispute that the past year has not seen many FCC missions completed. That applies whether "past year" is fiscal or calendar.

In the past calendar year, FCC made some changes in its procedures; revised its Mayflower Decision (14 months after hearings were completed); repealed the Avco Rule; adopted special rules relating to time-reservation contracts (11 months after they were first proposed); and adopted anti-giveaway rules (now in suspension). To get the fiscal-year total, take the calendar-year list and subtract the giveaway rules.

To be sure, FCC did a lot of other things during the year, including a great deal of work on television. These are the major policy accomplishments. Many other policy questions were left unanswered—for the second year in a row, in the case of the vitally important clear-channel case. There are also the NARSR-networks fight (awaiting decision for a year); proposed new multiple-ownership rules (heard in January 1949); qualifications of anti-trust law violators; minimum hours for FM; and theatre TV. Meanwhile, new controversial "policy" proceedings have been instituted, multiplying the demands on time, talents and tempers.

Some of FCC's pending business was FCC-proposed, and some of it has been hanging fire so long that we begin to suspect the Commission regulates not only by the lifted eyebrow, but also by the proposed rule. It would be in the interests of good administration and orderly process, we submit, if the Commission would concentrate on the business already at hand. Thus will the public interest—and the budget dollar—be served most sensibly.

Our Respects To—

JOSEPH ALBERT McDONALD

IF ABC ever has to call in haste for the services of an office boy, bowling alley pin boy, engine room wiper, coal passer, ship carpenter's helper, deckhand, dishwasher, elevator operator, an axeman or rodman or transitman in a surveying crew, a draftsman, naval architect or salesman of heavy machinery, it has but to summon Joseph Albert McDonald.

Mr. McDonald is now fully occupied as vice president, general attorney and secretary of ABC, but in an emergency he could fall back on the wild assortment of jobs embraced in his disparate experience.

The network would be well advised, however, to refrain from adding duties to those already performed by Mr. McDonald; he has enough to do.

In addition to coping with the routine intricacies of keeping the network legal—not an easy job with federal regulations as tricky as they are today—and of officership in the company, Mr. McDonald finds time to be an expert in labor relations and copyright law.

At the moment ABC has 48 different labor contracts with 11 different union groups. Mr. McDonald has negotiated all of them. When not embroiled in a labor negotiation, he is apt to be delving into the obscurities of copyright. His is a toilsome job.

The wonder is that Mr. McDonald today is a broadcasting attorney and not a shipbuilder. His early schooling fitted him to be a naval architect. Between then and now he was blown off his course.

Born in New York City June 8, 1903, Mr. McDonald attended grade and high school in the Bronx. He received a scholarship at Webb Institute of Naval Architecture, graduating with honors.

Part of the Webb training obliged students to go to sea during summer vacations from classes. It was during those periods that Mr. McDonald ran through some of the less desirable stations he has held.

In the third summer at Webb, he took a lubber's job with a marine insurance firm. In the course of his work he occasionally was assigned to accompany admiralty lawyers on inspections of ships the company insured.

The comparison between the lot of a deckhand, a function to which he had been indentured the summer before, and that of a lawyer skilled in admiralty law, roused in Mr. McDonald a desire to attend law school. After graduating from Webb in 1924, he decided to enter Fordham for legal training.

Mr. McDonald, whose admiration for hard

(Continued on page 63)

Business is always better in Washington, D.C.

Washington was the only major market in the U. S. to show an increase in retail sales in 1949.

This rich market established an all-time retail sales high. And WTOP delivers the largest audience in this rich market—36.4% greater than any other station.

WTOP
THE WASHINGTON POST–CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES

ENGINEER MEET

Tentative NAB Agenda Set

PROGRESS of aural and visual broadcast enginering, along with economic aspects of the industry's technology, will be covered by top-flight figures during the fourth annual NAB Engineering Conference April 12-15. The conference will be held at the Stevens Hotel, Chicago, as the opening feature of NAB's annual convention week.

List of papers to be read at the meeting was about complete at the weekend. They run about 60% television, conforming to results of a station survey conducted by Neal McNaughten, director of the NAB Engineering Dept.

Last of the formal events on the agenda will be the annual FCC-Industry Roundtable. This forum, which gets wide open and frank as government and private industry leaders attack common problems, will be moderated by Stuart L. Bailey, of Jansky & Bailey, Washington consulting firm.

Effort will be made this year to confine the discussion to "answerable questions" instead of letting it bog down on issues for which no definite answer can be given by government participants.

Appearing on the panel for FCC will be John A. Willoughby, acting chief engineer; James E. Barr, chief, Standard Broadcast Div.; Cyril M. Braum, chief, FM Broadcast Div.; Curtis B. Plummer, chief, TV Broadcast Div.; Edward W. Allen, chief, Technical Research Div.; Edward W. Chapin, chief, Laboratory Div.

Industry Panel Unnamed

Mr. McNaughten was not yet ready to announce members of the industry side of the panel.

Though TV will appear on a considerable portion of the program, little emphasis is placed on color aside from results of interference tests.

New wrinkle planned for the conference is serving of coffee and doughnuts during intermissions, a move designed to keep delegates from scattering to the equipment exhibits or other attractions.

Two more exhibitors asked NAB for space last week. They are Fairchild Recording Equipment Corp., New York, and Wincharger Corp., Sioux City, Iowa. Both will exhibit on the "Magical Fifth" floor. Last year the two firms were exhibitors.

The Exposition Hall exhibits are to open officially at 9 a.m. Wednesday, April 12. The day's events include registration in the Exposition Hall; 10 a.m. meeting of the NAB Engineering Committee, headed by A. James Ebel, WMBD Peoria, Ill.; 6:30-8:30 p.m. reception for delegates.

Jack R. Poppele, WOR New York, member of the committee, will preside at the first formal session Thursday morning. Meetings will be held in the North Ballroom, on the third floor of the Stevens. Morning topics will include TV transmitters, NBC's UHF installation, camera lenses and TV projectors.

Mr. McNaughten will preside at the lunch, with NAB President Justin Miller delivering the welcoming address. Luncheon speaker will be Raymond F. Guy, NBC manager of radio and allocation engineering, and president, Institute of Radio Engineers. He will give a history of broadcasting. The afternoon agenda covers sound diplexing, moderate-sized TV studio and transmitter installation, networking, antennas and studio lighting. Oscar C. Hirsch, KFVS Cape Girardeau, Mo., member of the Engineering Committee, will preside.

DeWitt to Preside

The Friday morning meeting will open with John H. DeWitt, WSM Nashville, another committee member, in the chair. Topics will be synchronizing generators, UHF propagation, selection of site, theatre control, miniature microphones, power amplifiers, TV economics.

Mr. Ebel will preside at the Friday luncheon. Speaker will be G. Emerson Markham, NAB television director. Presiding Friday afternoon will be K. W. Pyle, KFBI Wichita, Kan., alternate member of the NAB committee. This meeting will cover transit radio, facsimile, 1 kw AM broadcast transmitters, progress in magnetic recording and FCC audio proof of performance tests.

Mr. McNaughten will preside Saturday morning. Prior to the FCC-Industry Roundtable the group will hear papers on a small FM transmitter and engineering employment problems.

The tentative agenda follows:

WEDNESDAY, April 12

9 a.m.-5 p.m. Registration, Exposition Hall.
9 a.m. Exhibits officially open.
10 a.m. NAB Engineering Committee.
6:30-8:30 p.m. Reception for delegates.

THURSDAY, April 13

9 a.m. Presiding, Jack R. Poppele, WOR New York, member NAB Engineering Committee.
9-9:30 a.m. "Five KW Air-cooled Television Transmitters for VHF," E. Bradburg, Federal Telecommunication Labs.
9:30-10 a.m. "Adjacent and Co-channel Television Interference," J. W. Wright, CBS.
10-10:30 a.m. "Objectives of the NBC Bridgeport, Conn., UHF Installation," Raymond F. Guy, NBC.
10:30-11 a.m. "RCA: The Bridgeport Installation."
Part I. "A One KW UHF Television Transmitter," T. M. Gluyas, RCA Engineering Products.
Part II. "A Supergain UHF Television Transmitting Antenna," O. O. Fiet, RCA Engineering Products.
11-11:30 a.m. "A Five KW Television Transmitter of Advanced Design," John Ruston, Allen B. DuMont Labs.
11:30-12 noon. "Basic Optical Requirements for a Good TV Broadcast," Dr. F. G. Back, Television Zoomar Corp.
12-12:30 p.m. "16mm Telecasting Projectors," Blair Foulds and Frank N. Gillette, General Precision Labs.

LUNCHEON

12:30-2:15 p.m. Presiding, Neal McNaughten, NAB director of engineering.
Address of Welcome—Justin Miller, president, NAB.
"History of Broadcasting," Raymond F. Guy, NBC.

AFTERNOON SESSION

Presiding, Oscar C. Hirsch, KFVS Cape Girardeau, Mo., member, NAB Engineering Committee.
2:30-3 p.m. "Television Sound Diplexing in a Television Link," Lee Staschover and H. G. Miller, Federal Telecommunication Labs.
3-3:30 p.m. "A Moderate Size Television Studio and Transmitter Installation," Ernest L. Adams, WHIO-TV Dayton, Ohio.
3:30-4 p.m. "Operation of Bell System Television Network Facilities," Charles E. Schooley, American Telephone & Telegraph Corp.
4:30-5 p.m. "A Supergain Antenna for VHF Television (WCON Atlanta installation)," L. J. Wolf, RCA Engineering Products.
5-5:30 p.m. "The Evolution of Studio Lighting," Richard Blount, General Electric Co.

FRIDAY, April 14

Presiding, John H. DeWitt, WSM Nashville, member NAB Engineering Committee.

(Continued on page 41)

NIELSEN

Hooper Purchase Spurs Interest

A. C. NIELSEN and Co. reports that reaction to its purchase of C. E. Hooper's National Rating Services is "extremely good".

Orders for NRI and requests from prospective clients for interviews with representatives of the Nielsen Company are "rolling in at an unprecedented rate", according to a company spokesman.

Charles A. Wolcott, vice president and sales manager at the company's New York office, reports that he is besieged with calls for appointments indicating that broadcasters, agencies and advertisers in the New York metropolitan area are interested in bringing themselves up-to-date on what the Nielsen service offers.

Active Promotion

Meanwhile, the Nielsen company has flooded the industry, including Hooper subscribers, with literature giving a quick grasp of what may be expected from NRI.

"All Nielsen network services are now available to you," says a special bulletin to Hooper subscribers. "National Nielsen-ratings will be furnished for prior months to facilitate the changeover and to provide national rating trends. Complete NRI analysis data for current and back months also can be provided."

A letter from Mr. Nielsen to the "broadcasting industry" cited the company's "mighty tough job" in creating a "mechanized audience research service of unmatched accuracy, reliability and usefulness—a service on which a great industry could safely rely in reaching its most vital decisions."

Mr. Nielsen paid tribute to advertisers, agencies, networks and stations for encouraging him to "persevere," but he noted that his acquisition of the Hooper services was also the acquisition of "serious responsibilities as the sole source of network audience research."

"The broadcasting industry, too, has certain responsibilities: To recognize sound research techniques, to keep clear of unsound methods, to strive for increased skill in the application of research and to cooperate in efforts to create an equitable sharing of costs among all who enjoy the benefits of research," he wrote.

Charts Mailed

The Nielsen company mailed out charts supporting its contentions that national NRI facts provide the basis for "sound appraisal and action." One display states that national NRI is needed to fully appraise national radio usage trends —"the long-term growth . . . the current changes . . . the significant shifts in radio listening habits by city sizes, time zones, market areas . . . the complete picture for advertisers, agencies and networks." Another points up NRI's appraisal of program coverage—"the number of homes reached . . . the actual circulation . . . not only circulation per broadcast but the number of different homes reached by a series of broadcasts . . . the variations in coverage obtained by different radio programs, in total and by city sizes, time zones, market areas."

A third stresses Nielsen's claim that its special studies highlight the fact that when television enters a home, it greatly increases the total time spent with broadcast medium.

New York Area

"In the New York TV area, for example, the average TV home does nearly three hours of viewing per evening—and TV represents around 91% of combined hours of listening and viewing," it states. "On the overall basis TV's share of combined listening and viewing is fairly constant throughout the evening hours."

This exhibit, however, also points to radio's potency as a "national" advertising medium.

"Nationally (among the some 40 million radio homes) radio accounts for about 93% of the total hours of listening and viewing for the entire day," it states. "During evening hours radio's share drops to 85%. Television's share is increasing steadily, having moved up from 9% of the combined radio-TV total during the evening hours in September to 15% at yearend."

— how many?

transit radio

is your most

ACCURATELY MEASURABLE

advertising medium with GUARANTEED Low Cost!

FOR EXAMPLE, YOU GET

★ A counted audience, by half-hour periods. You know exactly how many people your advertising reaches. No "guesstimates," no surveys necessary.

★ A selected audience. Breakdowns of men and women riders, inbound and outbound. Audience composition breakdowns, by hours of the day—you can choose exactly the type of audience you want.

★ Low cost. With this precise audience information and transit radio's low rates, you can see at a glance your guaranteed cost-per-thousand.

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS . . .

(And coming soon in scores of others):

Allentown, Pa.	WFMZ
Baltimore, Md.	WMAR-FM
Bradbury Heights, Md. (and suburbs of Wash. D. C.)	WBUZ
Cincinnati, Ohio	WCTS
Des Moines, Ia.	KCBC-FM
Evansville, Ind.	WMLL
Flint, Mich.	WAJL-FM
Houston, Tex.	KPRC-FM
Huntington, W. Va.	WPLH-FM
Jacksonville, Fla.	WJHP-FM
Kansas City, Mo.	KCMO-FM
Omaha, Neb.	KBON-FM
Pittsburgh, Pa.	WKJF
St. Louis, Mo.	KXOK-FM
Tacoma, Wash.	KTNT
Topeka, Kans.	WIBW-FM
Washington, D. C.	WWDC-FM
Wilkes-Barre, Pa.	WIZZ
Worcester, Mass.	WGTR-FM

☆ ☆ ☆

And remember, transit radio Gets Results!

Why not call TODAY for the fact-full story from

TRANSIT RADIO, INC. { New York, 250 Park Ave., Mu.H. 8-3780 — Chicago, 35 E. Wacker, Fin. 6-4281

And in CINCINNATI, OHIO

transit radio is WCTS-FM

Times-Star Bldg.—GA. 1331
Affiliated with WKRC—WKRC-TV and the Cincinnati Times-Star

BRIG. GEN. David Sarnoff (l), RCA board chairman, greets NBC President and Mrs. Joseph H. McConnell at a reception for the McConnells given in Washington's Carlton Hotel by NBC Washington Vice President and Mrs. Frank M. Russell. In the background, Mrs. Russell chats with RCA Vice President Edward McGrady.

COMBINED meeting of the Cleveland Convention and Visitors Bureau and the Cleveland Advertising Club finds John F. Patt (r), WGAR vice president and general manager, receiving the groups' silver plaque for civic leadership and community service from Frank J. Ryan, bureau vice president.

TRADITION is broken as Philadelphia's Fourth Estate Square Club award for leadership in the news field for the first time goes to a radio newsman, John Facenda (center), WIP commentator-news analyst. Benedict Gimbel Jr. (l), WIP president, receives duplicate plaque for WIP from Mayor Bernard Samuel.

MEL BAILEY (l), program manager, and C. S. Young, general manager of KEX Portland, Ore., may not need reminders of their station's power and frequency but if they should, they can find both on their 1950 Oregon license plates, 50,000 and 1190. KEX is assigned 50,000 w on 1190 kc.

WBAL-AM-TV Baltimore's public service counselor, Dr. David Weglein (l), accepts National Conference of Christians and Jews award for contribution to racial understanding, at Baltimore dinner, from Sen. Leverett Saltonstall (R-Mass.) and John Dickman (r), of the conference.

GLENN CONDON (seated), KRMG Tulsa news editor, and Perry Ward, prog. dir., inspect the new typewriter Mr. Condon won on ABC's *Gentlemen of the Press*. He told how, as editor of the defunct New York *Vaudeville News*, he got ABC Commentator Walter Winchell to take his first daily paper job.

RADIO-TV COUNT

'50 Census Begins April 1

NATIONWIDE count of radio and television sets will get under way April 1 when 140,000 enumerators begin the biggest statistical job in the world's history—collection of the 1950 decennial census figures.

Individual stations and networks are participating in pre-census activities by carrying program material and announcements dealing with the census and designed to prepare the occupants of the nation's homes for the arrival of the enumerator.

The data collected will provide a complete statistical picture of the nation's people, dwellings and farms. More than 450 field offices of the Census Bureau are completing preparations for the decennial count, according to Frank R. Wilson, information assistant to Roy Victor Peel, new bureau director who was sworn in Thursday afternoon.

NAB sent a notice to stations Thursday advising them to avoid use of the word "census" in any private audience or set ownership studies. A suggested technique for FM set measurement, based on a formula suggested in 1948 by the FM Executive Committee, has been used in a number of cities. NAB asked stations to check up on any studies they are conducting to make certain there is no possible use of the term "census." This word, it was felt, could cause confusion in the minds of homeowners who naturally associate "census" with the government's decennial count.

Actual taking of the census is to be completed by the end of April. Population data are to be in the hands of the President by Dec. 1, and have priority in the long computation process. Radio and television set figures for the nation as a whole may be available before the yearend via the Census Bureau's sample technique but county breakdowns may not become available until early next year.

Audience contacts through broadcast and TV stations on behalf of the census already are running far into multi-million figures. Top network programs have been built around the census, references have been placed in scripts of all types and the number of announcements has run into record figures.

Seay Joins Law Firm

TEMPLE W. SEAY has joined the Washington law firm of Dow, Lohnes & Albertson the firm has announced. A former attorney for the U. S. Board of Tax Appeals, now the Tax Court of the United States, Mr. Seay also served as vice chairman of the Processing Tax Board of Review. Meredith M. Daubin will continue his association with the law firm as tax counsel.

WHAT Philadelphia increases power to 250 w on 1340 kc, and ups programming to 18½ hours daily. WHAT-FM now has continuous operation of 18½ hours per day.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, January 31	277
Number of commercials starting on networks during February	3
Number of commercials dropped from networks during February	3
Number of commercials on the four nationwide networks, February 28	277

February Additions

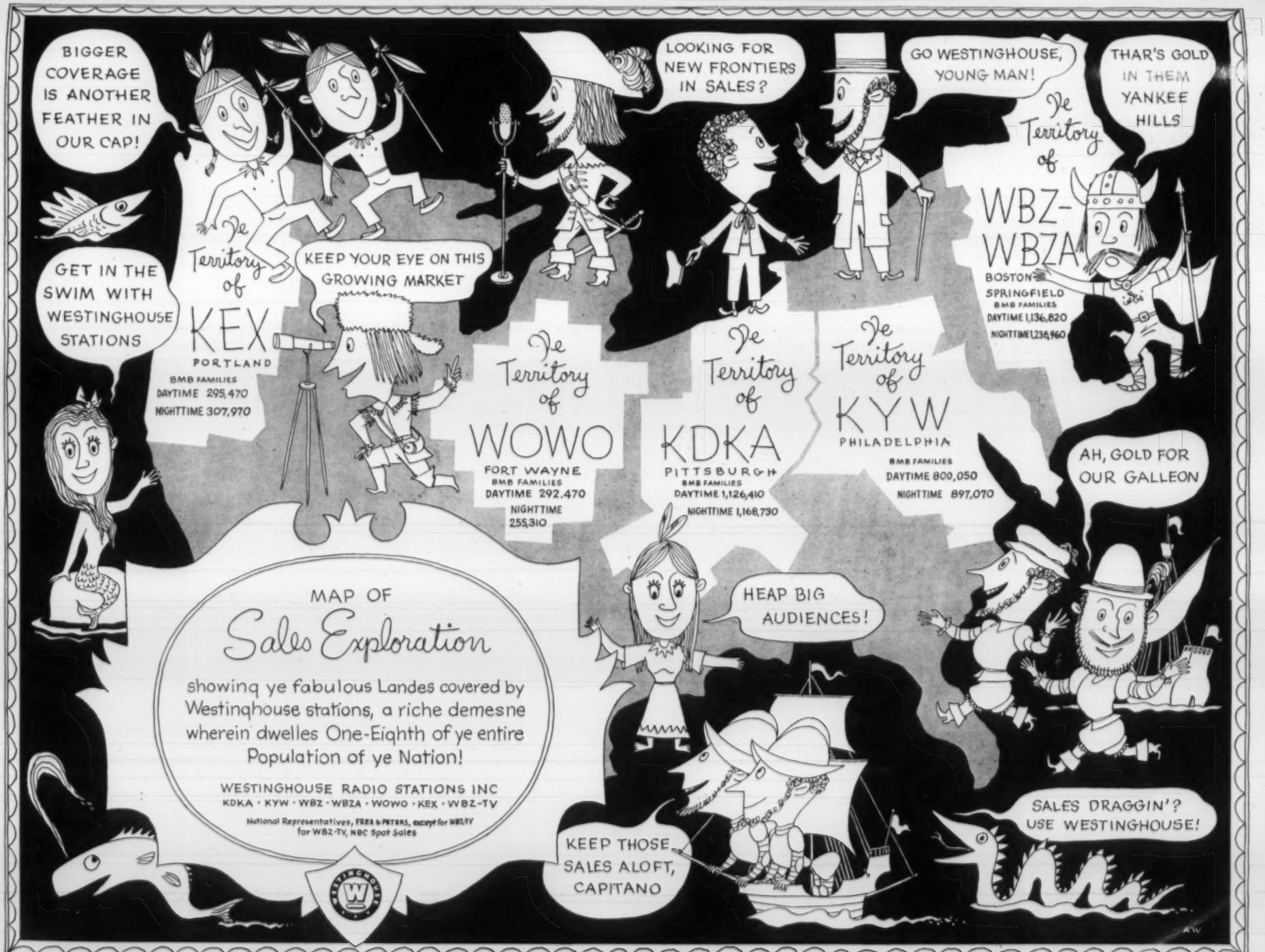
SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Bowey's Inc.	Radio Harris	MBS	Sat., 5:30-5:45 p.m.	Sorenson & Co.
Miles Labs.	Ladies Fair	MBS	Mon.-Fri., 2-2:30 p.m.	Wade Adv.
Miles Labs.	One Man's Family	NBC	Sun., 3-3:30 p.m.	Wade Adv.

February Deletions

General Mills	Sam Hayes, Night Reporter	NBC	Tues., Thurs., Sat., Sun., 10-10:15 p.m.	Knox Reeves
Fruehauf Trailer Co.	This Changing World	ABC	Sun., 3-3:15 p.m.	Zimmer-Keller
Revere Camera Co.	Date With Judy	ABC	Thurs., 8:30-9 p.m.	Roche, Williams & Cleary

February One-Timers

Ford Dealers of America	Affairs of Peter Salem	MBS	Mon., Feb. 6, 8:30-8:55 p.m.	J. Walter Thompson
Ford Dealers of America	Official Detective	MBS	Tues., Feb. 7, 8:30-8:55 p.m.	J. Walter Thompson
Ford Dealers of America	Can You Top This	MBS	Wed., Feb. 8, 8-8:30 p.m.	J. Walter Thompson
Ford Dealers of America	I Love a Mystery	MBS	Fri., Feb. 10, 7:45-8 p.m.	J. Walter Thompson
Ford Dealers of America	Crime Fighters	MBS	Mon., Feb. 13 9:30-10 p.m.	J. Walter Thompson
Ford Dealers of America	Mutual Newsreel	MBS	Fri., Feb. 17, 10:15-10:30 p.m.	J. Walter Thompson
Ford Motor Co.	Blondie	ABC	Thurs., Feb. 9 & 16, 8-8:30 p.m.	J. Walter Thompson
Congress of Industrial Organizations	Speech by CIO Pres., Philip Murray	ABC	Wed. Feb. 1, 9:30-9:45 p.m.	Leon Loeb & Co.
Ford Motor Co.	Escape	CBS	Tues., Feb. 14, 9:30-10 p.m.	J. Walter Thompson
Ford Motor Co.	Lum and Abner	CBS	Wed., Feb. 15, 10:30-11 p.m.	


BIGGER COVERAGE IS ANOTHER FEATHER IN OUR CAP!
GET IN THE SWIM WITH WESTINGHOUSE STATIONS
Ye Territory of KEX
PORTLAND
BMB FAMILIES
DAYTIME 295,470
NIGHTTIME 307,970
KEEP YOUR EYE ON THIS GROWING MARKET
Ye Territory of WOWO
FORT WAYNE
BMB FAMILIES
DAYTIME 292,470
NIGHTTIME 255,310
LOOKING FOR NEW FRONTIERS IN SALES?
Ye Territory of KDKA
PITTSBURGH
BMB FAMILIES
DAYTIME 1,126,410
NIGHTTIME 1,168,730
GO WESTINGHOUSE, YOUNG MAN!
Ye Territory of KYW
PHILADELPHIA
BMB FAMILIES
DAYTIME 800,050
NIGHTTIME 897,070
THAR'S GOLD IN THEM YANKEE HILLS
Ye Territory of WBZ-WBZA
BOSTON-SPRINGFIELD
BMB FAMILIES
DAYTIME 1,136,820
NIGHTTIME 1,238,960
AH, GOLD FOR OUR GALLEON
HEAP BIG AUDIENCES!
SALES DRAGGIN'? USE WESTINGHOUSE!
KEEP THOSE SALES ALOFT, CAPITANO
MAP OF
Sales Exploration
showing ye fabulous Landes covered by Westinghouse stations, a riche demesne wherein dwelles One-Eighth of ye entire Population of ye Nation!
WESTINGHOUSE RADIO STATIONS INC
KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, FREE & PETERS, except for WBZ-TV for WBZ-TV, NBC Spot Sales

'Lightning' Impact

(Continued from page 23)

"Lightning" was excellent, 13.4% good, 33.3% fair, and 33.3% poor.

More than half (57.1%) of the advertisers said they did not think it was a good sales pitch.

BROADCASTING'S questionnaire also invited respondents to make general remarks about the film. One comment made repeatedly was that the sound and the quality of the film itself were poor.

This attitude was confirmed by members of the All-Radio Presentation Committee and the production staff of the film. Whether because of inadequacies in the film projection system, or in the film itself, or quirks of acoustics in the ballroom of the hotel where it was shown, the "Lightning" presentation in New York was undeniably not up to professional cinema projection.

A similar report of poor sound quality came from Osceola, Ark., where the picture was shown in a local theater.

Other comments ranged widely.

One agency respondent said, briefly and to the point: "Try again."

Another agency comment: "It's embarrassing."

A broadcaster said: "Write it off as a bad investment."

A station representative who thought the film good, said: "I believe the film will induce most skeptics to try a test broadcast schedule."

Another station representative, however, summed up his reaction more succinctly: "Ugh."

One advertiser said: "Wonderful job."

An agency respondent said: "Twenty-five years ago this might have meant something to the prospective advertiser. Today it's got nothing—says nothing."

A comment made by respondents in several categories was critical of the singling out of newspapers for a competitive sales talk. One agency respondent, who was otherwise favorable to the film, said: "The anti-newspaper pitch—bitter. One bad apple in a mighty appetizing barrel."

A station representative, commenting on the question as to whether the film was a useful sales tool, said: "Lacked conviction and sell. The impression it leaves is—too little, too late."

To get non-New York reactions to "Lightning," BROADCASTING queried broadcasters in other cities where the film was shown last week.

Ted Woods, manager of KOSE Osceola, Ark., said that the picture "received a cool reception in this Arkansas town of 5,000 population Wednesday, March 8."

"KOSE was host to about 75 businessmen and women at a luncheon preceding the showing in a local theatre," Mr. Woods said. "The sound was not of the best quality, and the story was slow in getting started, dragging in spots. . . . Too, many of those attending thought the newspaper angle might have been handled with a little more tact."

F. E. Lackey, president and general manager of WHOP Hopkinsville, Ky., said that at the local showing, before 240 persons, "comments ran from 'best sales film I ever saw' to non-favorable toward the portion of the picture devoted to a comparison with newspapers."

"On the whole," said Mr. Lackey, "I would say the film was well received. We have secured two unsolicited contracts as a direct result of the showing. Personally I would have preferred omitting the portion attacking newspapers since ours is a small one-newspaper, one-station town. We attend the same clubs and church with the publisher and sell our time on the basis of positive results, not against the paper's failures."

'Nice Party'

Mr. Lackey said he was favorably disposed toward the film "if for no other reason (that) the picture gave us an excuse for a nice party that most everyone enjoyed."

Tony Moe, sales promotion manager of WCCO Minneapolis, said that the film was shown before the St. Paul Advertising Club on Tuesday and before the Minneapolis Advertising Club the next day and that in both cities it attracted "almost the entire club membership."

"Reactions to the film were mixed," said Mr. Moe, "and ranged from 'very good' and 'not strong enough' to the other extreme of 'unfair to newspapers'."

Julius Glass, promotion manager of WHBC Canton, Ohio, said that 63 industrialists, retailers, wholesalers and distributors were shown the film at a luncheon sponsored by the station in the Onesto Hotel, March 9. The picture made a "striking impression" in Canton, he said.

Provokes Thought

"Comments ranging from 'a thought provoking vehicle' to 'a realization of what radio does not only as an advertising medium but what it does for and means to the consumer' were among the opinions voiced," Mr. Glass said.

He reported "the general consensus was favorable."

"But more definite reactions are expected to be formulated when WHBC's sales staff make personal follow-up calls on those invited," Mr. Glass said.

Ralph Weil, general manager of WOV New York, said that at a showing of the film before a group of clients and prospects in the Italian food field the picture got a "tremendously favorable" reception.

"The film is right down our alley," Mr. Weil said. "It's especially valuable to us in our dealings with advertisers on the local level, clients and prospects to whom we want to show how radio moves products off the merchant's shelves.

"We followed the showing with a five-minute talk on the use of Italian food products in the New York market, applying the general principles of the film to the specific situation in which both we and our guests are primarily interested."

The BROADCASTING survey, conducted at the Radio Executives Club showing last Thursday, elicited a response of 309 out of about 500 total attendance. No questionnaires were distributed to the press.

The three questions asked by the BROADCASTING survey were:

(1) What was your over-all reaction to "Lightning That Talks!" To this, respondents were given a choice among four answers: excellent, good, fair and poor.

(2) Do you think it makes a convincing sales pitch for radio? The choice of replies to this was: yes and no.

(3) How does it compare with presentation of other media you have seen? Four choices in answers were offered to this: tops, better than average, run-of-mill and below standard.

A breakdown of answers appears in the tables below.

Here's The Reaction Following N. Y. Showing . . .

All Categories—Total 309 Responses

What Was Your Over-all Reaction to "Lightning That Talks"?

	Number	Total Answering
Excellent	36	11.0%
Good	100	32.8%
Fair	118	38.7%
Poor	51	16.7%
	305	100%

Do You Think It Makes a Convincing Pitch for Radio?

Yes	140	51.9%
No	130	48.1%
	270	100%

How Does It Compare with Presentation of Other Media?

Tops	23	8.1%
Better Than Av.	118	41.4%
Run of Mill	114	40.0%
Below Standard	30	10.5%
	285	100%

* * *

Agencies—Total 78 Responses

What Was Your Over-all Reaction to Lightning That Talks"?

	Number	Total Answering
Excellent	8	10.5%
Good	23	30.3%
Fair	26	34.2%
Poor	19	25.0%
	76	100%

Do You Think It Makes a Convincing Pitch for Radio?

Yes	33	48.5%
No	35	51.5%
	68	100%

How Does It Compare With Presentation of Other Media?

Tops	4	5.3%
Better Than Av.	31	40.8%
Run of Mill	35	46.0%
Below Standard	6	7.9%
	76	100%

* * *

Advertisers—Total 15 Responses

What Was Your Over-all Reaction to Lightning That Talks"?

	Number	Total Answering
Excellent	3	20 %
Good	2	13.4%
Fair	5	33.3%
Poor	5	33.3%
	15	100%

Do You Think It Makes a Convincing Pitch for Radio?

Yes	6	42.9%
No	8	57.1%
	14	100%

How Does It Compare With Presentation of Other Media?

Tops	2	13.3%
Better Than Av.	4	26.7%
Run of Mill	5	33.3%
Below Standard	4	26.7%
	15	100%

* * *

Broadcasting Stations or Networks—Total 101 Responses

What Was Your Over-all Reaction to "Lightning That Talks"?

	Number	Total Answering
Excellent	9	9%
Good	35	35%
Fair	40	40%
Poor	16	16%
	100	100%

Do You Think It Makes a Convincing Pitch for Radio?

Yes	48	53.3%
No	42	46.7%
	90	100%

How Does It Compare with Presentation of Other Media?

Tops	6	6.4%
Better Than Av.	41	43.6%
Run of Mill	25	37.2%
Below Standard	12	12.8%
	94	100%

Station Representatives—Total 85 Responses

What Was Your Over-all Reaction to Lightning That Talks"?

	Number	Total Answering
Excellent	11	12.9%
Good	35	41.2%
Fair	33	38.8%
Poor	6	7.1%
	85	100%

Do You Think It Makes a Convincing Pitch for Radio?

Yes	44	60.3%
No	29	39.7%
	73	100%

How Does It Compare With Presentation of Other Media?

Tops	7	9.2%
Better Than Av.	35	46.1%
Run of Mill	27	35.5%
Below Standard	7	9.2%
	76	100%

Others—30 Total Responses

What Was Your Over-all Reaction to "Lightning That Talks"?

	Number	Total Answering
Excellent	5	17.2%
Good	5	17.2%
Fair	14	48.4%
Poor	5	17.2%
	29	100%

Do You Think It Makes a Convincing Pitch for Radio?

Yes	9	36 %
No	16	64 %
	25	100%

How Does It Compare With Presentation of Other Media?

Tops	4	16.7%
Better Than Av.	7	29 %
Run of Mill	12	50.0%
Below Standard	1	4.2%
	24	100%

BUYS UNIVERSAL

Hogan Now Sole Owner

ARTHUR B. HOGAN, secretary-treasurer, has become sole owner of Universal Recorder Inc., Hollywood, having purchased 140,000 shares in that company from Wesley I. Dumm, his former partner. Purchase price was not revealed. Negotiations were handled by Blackburn-Hamilton Co., media broker, with the deal closed last Monday (March 6).

Capitalized at $500,000 with $250,000 issued in capital stock, Universal Recorders was established during World War II for Army work. Since that time it has greatly expanded. It is now one of the largest magnetic recording studios in the West.

With full control of the firm, Mr. Hogan plans active expansion into television, engaging in 16 and 35mm film as well as TV sound work, it was said. Mr. Hogan became financially interested in the firm in 1946, shortly after he went to California from Atlanta, Ga. In addition to owning Universal Recorders, he is also senior partner in Hogan, Price & Co., Beverly Hills, Calif., investment firm.

Mr. Dumm, pioneer in West Coast radio and television, will devote full time to his four San Francisco stations—KPIX (TV) KSFO and shortwave outlets KWID KWIX. He also holds the Muzak wired music franchise in that area. New officers of Universal Recorders will be elected shortly.

Mr. Hogan (seated) completes the contract in the Universal Recorders sale with approval of Mr. Dumm.

* * *

Engineer Meet

(Continued from page 36)

mittee.

9-9:30 a.m. "The New Synchronizing Generator," C. L. Ellis, General Electric Co.

9:30-10 a.m. "UHF Propagation Tests at KDKA Pittsburgh," Ralph Harmon, Westinghouse Radio Stations Inc.

10-10:30 a.m. "Selecting a Television Transmitter Site for 600 mc and Channel 4, Using Pulse Technique," Lucien Rawls, WSM Nashville.

10:30-11 a.m. "Theatre Television Control Facilities," Robert Bigwod, DuMont Television Network.

11-11:30 a.m. "A Miniature Condenser Microphone for Radio and TV," John K. Hilliard, Altec-Lansing Corp.

11:30-12 noon "Graphical Design of Grid Modulated Power Amplifiers for Television," John Lorber, Raytheon Mfg. Co., Waltham, Mass.

12-12:30 p.m. "Television Economics," Robin D. Compton, WOIC (TV) Washington.

LUNCHEON

12:30-2:15 p.m. Presiding, A. James Ebel, WMBD Peoria, Ill., chairman, NAB Engineering Committee.

"Television Problems," G. Emerson Markham, NAB television director.

AFTERNOON SESSION

Presiding, K. W. Pyle, KFBI Wichita, Kan., alternate member, NAB Engineering Committee.

2:30-3 p.m. "Engineering Aspects of Transit Radio," Charles Sheridan, Transit Radio Inc., Cincinnati.

3-3:30 p.m. "Facsimile, Present and Future," John V. L. Hogan, Hogan Labs.

3:30-4 p.m. "A New One KW AM Broadcast Transmitter," Lauren K. Findley, Collins Radio Co., Cedar Rapids, Iowa.

4:30-5 p.m. "Magnetic Recording Advances in 1949 and 1950," W. Earl Stewart, RCA Broadcast Audio Engineering, Camden, N. J.

5-5:30 p.m. "FCC Audio Proof of Performance Tests," George Adair, consultant.

SATURDAY, April 15

9 a.m. Presiding, Mr. McNaughten.

9-9:30 a.m. "Five KW AM Transmitter," representative of Gates Radio Co.

9:30-10 a.m. "Recording Developments," Howard Chinn, CBS.

10-10:30 a.m. "Ten Watt FM," Thane E. McConnell, Collins Radio Co.

10:30-11 a.m. "Engineers and Management," Richard P. Doherty, NAB employe-employer relations director.

11-12:30 noon. FCC-Industry Roundtable. Presiding, Stuart L. Bailey, Jansky & Bailey.

No afternoon technical session.

2 p.m. NAB Recording & Reproducing Standards Committee.

RICHARDS CASE

Postponement Again Denied

LAST-MINUTE petition of attorneys representing the G. A. Richards stations for postponement of the FCC hearing scheduled to open in Los Angeles today (Monday) was denied Thursday by FCC Examiner J. Fred Johnson, who will preside at the hearing. The proceedings will review news policies of Mr. Richards' stations—KMPC Los Angeles, WJR Detroit and WGAR Cleveland.

Examiner Johnson had previously denied an informal request for postponement [BROADCASTING, March 6].

PULSE REPORT

Jack Benny Tops Ratings

JACK BENNY led the list of most popular nighttime programs in the Pulse Inc. radio report for the Jan. 3-9—Feb. 1-7 period in eight metropolitan areas released last week.

The report was for New York, Philadelphia, Boston, Chicago, Cincinnati, Washington, Los Angeles and San Francisco.

Ratings were:

Evening	Program Av. Rating Jan. Feb.	Nov. Dec.
Jack Benny (CBS)	21.9	21.0
Lux Radio Theatre (CBS)	17.3	18.5
Walter Winchell (ABC)	14.9	15.7
Amos 'n' Andy (CBS)	14.6	15.0
Fibber McGee & Molly (NBC)	14.6	12.1
	Jan. Feb.	Nov. Dec.
Daytime 5-a-week		
Arthur Godfrey (CBS)	9.9	10.0
Rosemary (CBS)	8.0	8.3
Grand Slam (CBS)	7.9	8.4
Our Gal Sunday (CBS)	7.9	7.5
Ma Perkins (CBS)	7.8	7.6

WIBW is heard most...

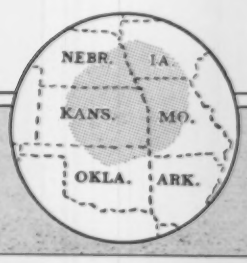
...where herds mean most

Out here in Kansas, herds of dairy and beef cattle mean big profits. The farmers who raise these herds prefer WIBW to any other station.

Dr. F. L. Whan's statewide interviews analyzing the Kansas Radio Audience for 1949, show WIBW the outstanding favorite in farm homes. WIBW led its nearest competitor by a 3 to 1 margin.

It's so easy to make your product first choice among these prosperous Kansas families. Just use the station that's *their* first choice—WIBW.

W I B W



SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

Treaty Analyzed

(Continued from page 27)

time at Oriente. Some interference still involved.

1070 kc (KNX Los Angeles)—Not assigned under NARBA. Havana Agreement would provide for 5 kw directional at Pinar del Rio and 250 w fulltime at Camaguey.

*1080 kc (KRLD Dallas and WTIC Hartford)—Not assigned under NARBA. Havana Agreement would grant 250 w day and 100 w night at Havana, resulting in slight interference to KRLD.

*1090 kc (KTHS Hot Springs and WBAL Baltimore)—Cuba has had 250 w day at Oriente and 250 w day and 100 w night at Havana. She would have 250 w fulltime at Oriente and 250 w day and 100 w night at Los Villas, both causing some interference.

1110 kc (WBT Charlotte and KFAB Omaha)—Cuba has had 5 kw at Havana (directional at night). This would become 250 w daytimer.

*1130 kc (KWKH Shreveport and WNEW New York)—Cuba has had 250 w fulltime at Oriente, causing some interference. No change in assignment.

*1170 kc (KVOO Tulsa and WWVA Wheeling)—Cuba has had 250 w at Pinar del Rio (directional at night), with no interference indicated. New agreement would add 1 kw day and 250 w night at Oriente, causing slight interference to WWVA.

*1190 kc (WOWO Ft. Wayne and KEX Portland)—Cuba has had 5 kw at Havana, causing some interference. This would become 5 kw directional or 250 w non-directional, still resulting in some interference. Additionally, 250 w fulltime would be added at Camaguey.

1520 kc (WKBW Buffalo and KOMA Oklahoma City) — No NARBA assignment. Would be used at Havana with 250 w daytime only, or fulltime with directional.

1550 kc (no 1-B assignment in U. S.)—No NARBA asignment. Would be used at Camaguey with 500 w.

1560 kc (Cuban 1-B channel under NARBA)—Cuba has had 5 kw at Havana and 250 w at Caibarien. Havana Agreement would provide for 10 to 50 kw directional at Havana, and 250 w at Oriente.

TOTALS—As of last March 29 Cuba had 17 stations on 12 channels, with interference to U. S. stations on five channels. Under Havana Agreement, total is 23 stations on 16 channels, with interference to U. S. stations on seven.

CUBAN HIGH POWER ON REGIONAL CHANNELS

(These are the regional channels on which Cuba would have rights to use power in excess of the normally permitted 5 kw.)

550 kc—Cuba had no high-power rights under expired NARBA. Havana Agreement provides for station at Havana using 10 kw directional or 2.5 kw non-directional.

570 kc—NARBA authorized 15 kw directional at Las Villas, whereas Cuba reportedly used 10 kw. Havana Agreement would put limit at 10 kw directional, also at Las Villas.

590 kc—25 kw directional at Havana under NARBA. Unchanged by new agreement.

600 kc—10 kw directional authorized by NARBA, 1 kw used. Under new agreement Cuba would give up high-power rights on this channel.

630 kc—25 kw directional authorized by NARBA, 15 kw used. New agreement retains 25 kw directional authorization, station to be at Havana instead of Las Villas.

790 kc—10 kw directional authorized by NARBA, 5 kw used. New agreement authorizes 10 kw directional, station to be at Havana.

910 kc—Same as 790 kc above.

920 kc—10 kw directional authorized by NARBA, 5 kw used. New agreement provides 10 kw directional or 5 kw non-directional at Camaguey, and 1 kw at Pinar del Rio.

950 kc—10 kw directional authorized by NARBA, 5 kw used (later notification indicated use of 5 kw day and 1 kw night). New agreement provides for 10 kw directional or 2 kw non-directional, station to be at Havana.

960 kc—10 kw directional authorized by NARBA, 1 kw used. High-power rights on this channel to be relinquished.

980 kc—No high-power rights under NARBA (permitted power of 5 kw was used). New agreement provides for 10 kw directional at Havana.

1150 kc—Same as 980 kc above.

1270 kc—10 kw directional authorized by NARBA, but not used. High-power rights to be relinquished.

TOTALS — 10 channels under NARBA; 10 under new agreement. (Directional antennas would be designed to avoid interference to U. S. stations having priority.)

NEW INTERFERENCE TO U. S. REGIONALS

(Work reportedly was still in progress on this phase of negotiations late last week. Information shown below, therefore, is tentative.)

WDBO Orlando (580 kc)—Present RSS 2.37; new limit 2.80; increase 0.43.

WSUN St. Petersburg (620 kc)—Present 2.13; new 2.70; increase 0.57.

WJAX Jacksonville (930 kc)—Present 2.61; new 2.85; increase 0.24.

WDSU New Orleans (1280 kc)—Present 2.54; new 3.10; increase 0.56.

WCOA Pensacola (1370 kc)—Information not definitely ascertained.

WCSC Charleston, S. C. (1390 kc)—Present 2.73; new 3.26; increase 0.53.

WALA Mobile (1410 kc)—Present 3.04; new 3.22; increase 0.18.

NAB NARBA Tabulation

THIS TABULATION prepared by NAB provides an at-a-glance comparison of the overall channel rights which Cuba had when NARBA expired last March 29, the final list of her demands at the Montreal conference early last winter, and the rights she will have under the agreement reached "in principle" at Havana (story page 27).

Some inconsistencies will be noted between some of the overall totals shown here and those noted with the channel-by-channel breakdown presented herewith, insofar as past (or present) Cuban operations are concerned. They apparently are due to the use of different data on this seemingly elusive subject. Thus the two analyses are not directly comparable in this respect. On the point of the tentative new agreement there is general unanimity between the two.

McNaughten Direction

The NAB table is part of an exhaustive analysis of the agreement, its background, and its effects, as prepared under the direction of Neal McNaughten, NAB engineering director. He was a member of the industry advisory delegation at the U. S.-Cuba negotiations before he was recalled 10 days ago by NAB because the official U. S. delegation failed to notify affected stations of the terms of the imminent agreement. The table:

	3-29-49	Mont. List	Hav. List
Channels involved	68	79	78
Stations	91	111	114
Cuban Stations by Province			
Pinar del Rio	9	8	10
Havana	32[1]	31	29
Matanzas	4	7	8
Las Villas	15	18	17
Camaguey	14	20	22
Oriente	21	27	28
Number of U. S. Class I-a Channels involved	4[2]	6[3]	3
U. S. I-B involved	8	14	13[4]
Regional Channels Involved	35	38	38
Regionals on which Cuba Permitted to use more than 5000 w. (All with DA)	10	9	10
Stations on Local Channels	9[5]	12	21
1-kw's on Local Channels	0	3	1
Da's involved	11	25	29
Maximum Power[6]	232.45 Kw	403.5 Kw	404.25 Kw

[1] Eight are shared-time stations.
[2] According to 1946 NARBA Interim Agreement.
[3] Does not include limited use of 1160 kc.
[4] Includes 2 daytime only.
[5] Six stations on three channels.
[6] Includes highest power listed for all alternates.

Telecasting Insert → Pull Out for Filing

NARBA Turmoil Lessens

(Continued from page 27)

increase ranges from 0.18 to 0.37 millivolts, which treaty advocates felt "is insignificant and probably could not be measured." To fight over this portion of the treaty, they maintained, would risk "undue chaotic interference to a relatively large number of stations in the entire southern, southeastern and eastern part of the U. S."

5. Interference with U. S. local channels.—Supporters of the agreement said there is only one instance of Cuban use of local channels with more than 250 w. The lone case involves 1 kw on 1340 kc. They felt "there would be no harm whatsoever to any local channel stations in the U. S."

6. Modification of U. S. operations to accommodate Cuban stations.—Such cases, it was reported, are relatively few in number." Advocates claimed one U. S. station stands to gain and that two Puerto Rican stations affected are, in any event, required to move transmitter location because of the construction of U. S. air stations.

7. Protection to Cuban stations.—The agreement provides that certain Cuban operations be protected from interference created by future U. S. grants. Advocates felt that "in most instances this works no hardship on existing U. S. licensees and has but a minor effect on future assignments," although "in a few instances existing licensees would be handicapped in proceeding with presently planned improvements." Protection requirements imposed on Cuba would balance out, "to some extent at least," the increases in interference which the seven regionals would receive from Cuba.

Open Mike

(Continued from page 18)

every one of us, just outside our AM primary service areas, and let's do it now—summer is coming when fading and atmospherics are a source of grief to us all. In short, let's plug our FM outlets and get back a return on our investments.

Joseph W. Doherty
Engineer
WTRI-FM Troy, N. Y.

LEOPARD HUNT

WKY Reports Coverage

WHEN the Oklahoma City zoo's leopard escaped from his pit a fortnight ago [BROADCASTING, March 6], WKY-AM-FM-TV reports it gave the story the most intensive spot and public service coverage.

WKY said thousands of calls flooded its switchboard at the time.

In addition, the station's news bureau fed telephone interviews twice to NBC, three times to KRNT Des Moines, and once each to KPO San Francisco, KDKA Pittsburgh, WIOD Miami, KITE San Antonio, and KRMG Tulsa.

MARCH 13, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Du Mont
Daytime
Television

sells!

Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

★ low time costs!
★ low talent costs!
★ big sales results!

TELEVISION DUMONT NETWORK

America's Window on the World
515 Madison Avenue, New York 22, N.Y.

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A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

MARCH 13, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TV'S RISING COSTS

Mulled at Annual Chicago Council

TELECASTERS will have to reconcile costs of television, destined to increase, with stepped up agitation by advertisers and their agencies for more and better sales effectiveness. This was the consensus of some 50 speakers at the second annual National Television Conference sponsored in Chicago last week by the city's Television Council.

More than 225 video executives met March 6-8 at the Palmer House for panel discussions and speeches on all phases of the medium. Although the cost problems were recurrent in meetings and conversation, interest centered also on:

● Lack of availabilities and adjacencies, with little prospect for relief because of the "freeze" and possible reconstruction of time slots to allow more commercial time.

● Development of a code of conduct, with emphasis on good taste, decency and dignity.

● Double-spotting, which gains added revenue for the telecaster but sets precedents in commercialism which will be hard to break.

● Original programming, outside the realm of Hollywood and New York with their high-budgeted shows and top-rated personalities, along simple lines and patterned to the local scene.

● Rapid development of daytime programming, termed the difference between making a profit and breaking even.

● Need for comprehensive TV measurements in coverage, sponsor-identification and impact.

● Establishment of uniform standards, technical and production, among stations, with special reference to TV film producers who find requirements incompatible.

● More intimate knowledge among agencies, stations and clients about how to move goods from shelves.

Costs were surveyed from every angle, but conferees were most concerned about the average or small budget advertiser who finds TV's doors closed because of prices.

★

Spots and participations, at this point, seem to be his only out, many speakers agreed. Station men agreed also that there is not much of an actual sales problem, but profitable sales are hard to achieve. Progress has been made, but little profit.

Advertisers, realigning and scrutinizing budgets, want to correlate more effectively expenditures with results. Merchandising, a necessary follow-up to video advertising, is an extra heavy expense item.

Some suggestions for the future which came out of the conference: (1) purchase of the coaxial cable by the networks on a spot basis, when needed; (2) shift to mood and suggestion selling in commercials; (3) installation of TV film networks; (4) exploitation of side rights, to defray expenses of TV production; (5) cut back of AM costs on networks so that the money differential can be allocated to TV; (6) large-screen TV, with 30-inch screens in the home and theatre TV, and networking with programming different from that seen in the home.

Maintenance of quality programs is video's first need, in the opinion of John B. McLaughlin, advertising and sales promotion manager of Kraft Foods Co., Chicago, a keynote speaker at the opening luncheon.

"More important in maintaining the industry," Mr. McLaughlin said, "is whether spot advertisers are to be allowed to coast along in the wake of large commercial sponsors and reap benefits they don't pay for. Often, because of his greatly lowered time cost, the spot buyer can spend more money on dramatic commercials than we can. He really gets a greater impact on

AGENCY BILLINGS

11 Exceed $1 Million in '49

By FLORENCE SMALL

ELEVEN advertising agencies in New York registered television network billings, including time, talent and production costs, of more than $1 million during 1949, with one agency tabulating as high as $8 million and three others exceeding $3 million.

These were the salient facts uncovered in a special survey by TELECASTING last week.

Basing its figures on both production (including talent) and time costs, TELECASTING learned that the lead agency by a wide margin is J. Walter Thompson Co. Its $8 million outlay outstrips by $3 million its two closest competitors, Young & Rubicam and Kudner Agency, both of which had yearly totals of $5 million.

William Esty ranks third in annual television expenditures with $3 million followed by Cunningham & Walsh (then Newell-Emmett) with $2,800,000 spent in 1949.

Those New York agencies which spent more than $1 million but less than $3 million for television billing in 1949 are Lennen & Mitchell, $2 million; McCann-Erickson, $2 million; Benton & Bowles, $1,700,000; N. W. Ayer, $1,500,000; Campbell-Ewald, $1 million and Kenyon & Eckhart, $1 million.

J. Walter Thompson's production costs for 1949 were approximately $5 million for the following shows: *Tournament of Champions, International Boxing Club, Through the Crystal Ball, Kay Kyser's College of Musical Knowledge, The Clock, Auction-Aire, Kraft Television Theatre, Kukla, Fran & Ollie, Dione Lucas,* and *The Hartmans.*

Young & Rubicam devoted an estimated $2,500,000 to production costs for the following shows: *Bigelow Show,* Phil Silvers *Arrow Show, The Fred Waring Show, Author meets the Critics, The Meredith Willson Show, The Goldbergs, Paul Whiteman Goodyear Revue, We, the People, Arthur Godfrey's Talent Scouts, Gulf Road Show* with Bob Smith, *Silver Theatre* and *Crusade in Europe.*

Kudner Agency allocated an estimated $2,500,000 for production costs of the following programs: *Martin Kane, Private Eye, Texaco Star Theatre,* Opening Night at the Metropolitan Opera, *Fireball Fun for All, Stop the Music, Admiral Broadway Revue.*

William Esty's Costs

William Esty & Co. designated an estimated $1,500,000 to production costs for the following: *The Colgate Theatre,* Golden Gloves Boxing, Madison Square Garden, *Man Against Crime, Camel Sports Caravan, Camel Newsreel* and the International Finals of the Golden Gloves.

Cunningham & Walsh spent an estimated $1,700,000 for production costs on the following: *Arthur Godfrey and His Friends, Chesterfield Supper Club,* and *The Dog Show.*

Lennen & Mitchell allotted an estimated $1 million for production costs on the following: *Original Amateur Hour* and *Stop the Music.*

McCann-Erickson expended an estimated $1 million in production for the following 1949 shows: Roller Derby, *Greatest Fights of the Century,* Navy-Notre Dame Game, U. S. Army Championship Boxing Bouts, *The Wayne King Show, The Swift Show* and *Studio One.*

Benton & Bowles outlayed an estimated $850,000 in production costs for the following: *This is Show Business, Who Said That, Meet The Press* and *Mama.*

N. W. Ayer spent approximately $750,000 for production costs on the following: *Your Showtime,* football games, *Singing Lady* and *Kukla, Fran & Ollie.*

Campbell-Ewald production costs during 1949 were an estimated $500,000 for the following programs: *Inside USA,* football games, *Chevrolet Teletheatre, Chevrolet on Broadway,* and Roller Derby.

Kenyon & Eckhardt, expended approximately $600,000 in production for: United Nations, *Toast of The Town* and *Ford Theatre.*

The breakdown of the relation between production and time costs would seem to indicate that during most of 1949 television tended toward the broad economic philosophy of radio wherein time and production incline generally to equal each other. However, toward the latter part of the year and early in 1950 production costs rose, and are rising, according to agency sources in a ratio of three to one, with production costs almost tripling the cost of time.

IN THIS TELECASTING . . .

TV's Rising Costs Mulled at Chicago Meet 2
Eleven Agencies Bill Over $1 Million in TV 2
'Super Circus' Sells for Canada Dry 6
RCA Industrial System Show 8
Celomat to Participate in Color Hearing 10
Interconnection Question Still Unsettled 11

DEPARTMENTS

Film Report 10 Telefile 4
Telestatus 14

AMONG those attending Monday night's TV conference banquet were (l to r): Reynold Kraft, Paul H. Raymer Co., New York; John McPartlin, WNBQ (TV) Chicago sales manager; Robert D. Swezey, WDSU-TV New Orleans; Joy Shepard, WGN-TV Chicago; I. E. Showerman, NBC vice president, Chicago; Jack Russell, Mutual Entertainment Agency; Jules Herbeveaux, WNBQ manager; Earl Thomas, TV Inc., New York

THIS head table group at the Chicago Television Conference luncheon Tuesday includes (l to r) Richard Graver, vice president, Admiral Corp.; Carl J. Meyers, chief engineer, WGN Inc., Chicago; Robert J. Burton, vice president, BMI; Hugh Davis, executive vice president, Foote, Cone & Belding, Chicago; J. A. Frye, Stromberg Carlson, and E. Y. Flanigan, general manager of WSPD-TV Toledo.

* * *

our audiences than we do. At the moment they are spending their money more wisely than we are. This problem is even more serious in TV than it ever was in radio, where it is no longer profitable to carry a one-hour show."

Tracing Kraft's TV history, Mr. McLaughlin said his firm in 1948 spent $1 for every TV set in the U. S. Early in '49, this went down to 50c, and to 28c late in the year. His 1950 estimate—between 15 and 18c. "That represents real progress," he said.

Denny for McConnell

Charles R. Denny Jr., NBC executive vice president, substituted for President Joseph H. McConnell in delivering the second keynote speech. Outlining TV's dimensions, Mr. Denny said the audience today which sees one dramatic TV performance outnumbers all those who see all of Broadway's dramas in an entire season. Chicago TV circulation is double that of *Life* magazine, he pointed out.

New concepts of programming, as in the "Chicago approach," were defined by Ted Mills, executive TV producer at NBC Chicago, and Beulah Zachary, producer of NBC's *Kukla, Fran & Ollie*. The panel was conducted by Fred Killian, program director, ABC-TV Chicago, who introduced also Fred Bolton, art director, J. Walter Thompson Co., and Steve Hatos, manager of James L. Saphier Talent Agency, both Chicago.

Mr. Mills, producer of *Garroway at Large*, said: "Whatever good things are coming out of Chicago are good because we are poor financially. This forces us into production and conception techniques which can make our lack of money a blessing, and these things apply to stations anywhere outside New York and Hollywood."

Color came in for a hearing at the Tuesday luncheon, when NBC Chicago Commentator Clifton Utley sparked discussion by Martin Codel, editor of a Washington newsletter, *Television Digest and FM Reports*, Richard Graver, vice president, Admiral Corp.; Carl Meyers, chief engineer, WGN-TV Chicago, and J. Hugh E. Davis, executive vice president, Foote, Cone & Belding.

Color Question

Mr. Utley read messages to conferees from color experts. President R. C. Cosgrove of the Radio Mfrs. Assn. reaffirmed the group's position that color is not ready. Sen. Edwin C. Johnson decried the "pessimistic approach and reluctance to push forward." Programwise, color TV won't cost a nickel more, and the impact will be 10 to 1 over black-and-white. Color television is a commercial reality today, he charged.

RCA President Frank Folsom pointed up the "little or no effect" color talk has had on black-and-white set sales. CBS President Frank Stanton said color TV is an "accomplished fact, irrespective of FCC hearings." Dr. Allen B. DuMont of DuMont Labs, said that because of the incompatibility of the CBS system, introduction would cause a turmoil. RCA and Color Television Inc., in his opinion, have promise for future developments.

Color has been delayed because (1) almost no one can afford to broadcast color on a substantial scale, and (2) even if it were perfected and ready, it would come slowly because gadgets would be needed for reception and transmission, according to Mr. Codel. It will be a long time before advertisers think it worth while. Nobody's color is ready or even in early prospect, he said. "To promise color any time soon might stymie progress being made in black-and-white.

"Compatibility is the key, because you can't build a new audience from scratch. Colorcasts must be received on the black-and-white sets."

Admiral Position

Admiral favors compatibility, Mr. Graver asserted. When asked about possible costs, he said it depends on the additional number of tubes needed, the picture tube and the expensive cabinet. Color sets may cost "several hundred dollars more" than black-and-white. "There is no evidence of color hampering in any way the keen desire for black-and-white sets today. The industry can't and isn't meeting current demand. Customers mention color but are not waiting for it," he said.

Mr. Meyers of WGN-TV charged CBS with making no progress in its color system since 1940, and said RCA and CTI have made great progress since October. He pointed out that there are 170 lines in the CBS picture, 230 CTI, and 250 RCA, with 275 lines now used in black-and-white transmission.

Film must get the quality of live shows, and will be under a stigma until then, George Harvey, president of the Chicago Television Council, said at the Wednesday luncheon when introducing Russ Johnston, vice president of Jerry Fairbanks Films, New York.

Coverage vs. Costs

Sooner or later we will have to measure TV as any other medium, Mr. Johnston said, referring to coverage, sponsor identification and impressions, all of which will be related to cost.

Shows without an element of immediacy can be circulated on film to avoid high cable costs, he said.

He outlined the firm's new Multicam system, with motion pictures being shot by multiple cameras synchronized to a sound track and an optical system which follows the focus. "We have the flexibility of an electronic camera, can take long, medium and close shots at the same time, and can film a half hour show in a half hour."

Gil Berry, western sales manager for DuMont TV Network, read a speech slated to be given by Chris Witting, general manager of the network. He pointed out that

(Continued on Telecasting 12)

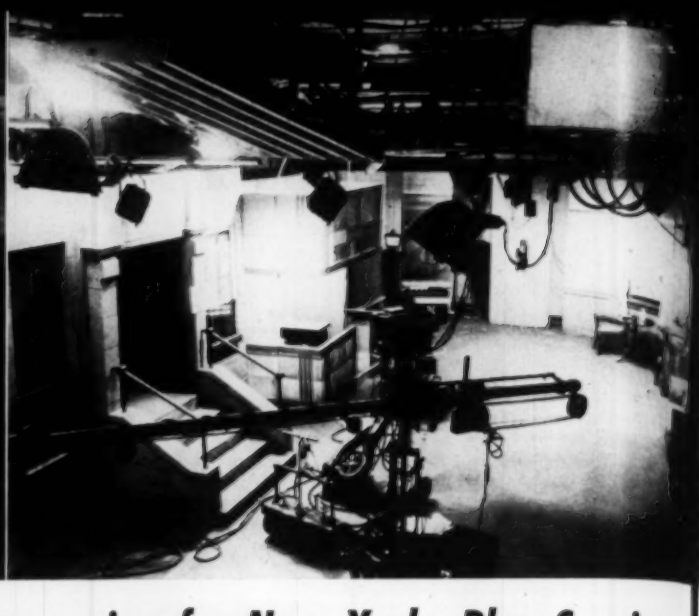
* * *

ATTENTION getter in this conference banquet group is Thomas L. Rowe (r), chief engineer, WLS Chicago. Others are (l to r) Chuck Gay, TV director, Kircher, Helton & Collett Agency, Dayton, Ohio; J. Leonard Reinsch, managing director, WSB-TV Atlanta; Glenn Snyder, vice president, WLS Chicago.

AMONG guests at the head table at the TV conference banquet are (l to r): Judge Justin Miller, NAB president; Mayor Martin Kennelly of Chicago; George Harvey, WGN-TV Chicago sales manager and president of Chicago TV Council, and Herb Graffis, toastmaster and Chicago *Sun-Times* columnist.

GENERAL MANAGER Harry Bannister (r) of WWJ Detroit discusses a point at Monday's banquet with (l to r) Benedict Gimbel Jr., president, WIP Philadelphia; William A. McGuineas, WGN-TV Chicago, commercial manager, and Kay Lucke, Chicago. Over 225 attended the CTC sessions.

XUM



Telefile:

TWO LARGEST studios at ABC's Television Center are (left photo) TV-1, measuring 100 by 100 feet with a 45-foot ceiling, and (right) TV-4, which is 34 by 62 feet.

Good Local Programming for New York, Plus Service As the ABC-TV Key, Is the Dual Role of WJZ-TV

IN THE 18 months since New York's Mayor William O'Dwyer welcomed WJZ-TV to the air (for the benefit of TV historians, the date was Aug. 10, 1948), it has served a two-fold function. That of originating a general program service for the nationwide audience of the ABC video network which it serves as key station and of providing good local programming for its own viewers in the New York metropolitan area.

Actually, there has been little conflict between the two sides of this dual service, according to Murray B. Grabhorn, ABC vice president and general manager of WJZ-AM-TV. "If we create a program of network quality—and we have to if we're going to compete successfully for the New York television audience with the six other TV stations on the air here—it would make little sense to put it on the air here in New York but to withhold it from the rest of the network," he said.

WJZ-TV's local operation is completely integrated with that of the ABC-TV network. There is only one employe whose salary is charged exclusively to WJZ-TV, Harold Day, who serves as liaison between the program department and the spot and local salesmen. This sales staff serves not only the five TV stations owned by ABC but its AM stations as well, differing from network sales, where AM and TV are separated and a salesman handles one or the other but not both.

"The reason for different procedures for network sales and spot and local sales, is really very simple," Mr. Grabhorn explained. "The network salesman is normally presenting a plan to a client, a particular program which fits into or can be made the basis of a complete advertising campaign for a particular product. That's creative selling, and if the salesman tried to work in two media at once, he'd be selling against himself.

"It's different in the spot and local level; here selling is competitive not creative. When an agency starts to buy spots the nature of the campaign is set; the salesman's job is to deliver information about rates and availabilities and to try to get his stations on the list. Since the same timebuyer usually buys both radio and TV, our experience has been that having the same salesman for both is more effective than assigning different men to AM and TV. We tried that, but it didn't work."

Although other sales executives may not agree with this theory, it's hard to quarrel with its results. ABC-TV's spot and local sales in the opening months of 1950 are running about three times the volume of the same months of 1949, with a substantial month-to-month increase, Mr. Grabhorn reported.

WJZ-TV's nighttime announcements are completely sold out, even the sign-on and sign-off, he stated. The station's daytime operation, which is entirely local in contrast to the evening hours which are largely devoted to network programming, is "away in the black," he reported, with revenue substantially higher than operating expenses and gaining every month.

The WJZ-TV daytime operation, which was launched last May, is made up of two programs, *Market Melodies*, a women's participation show, 2-4 p.m., and *TV Telephone Game*, a video bingo type show, 4-4:30 p.m. Both are telecast Wednesday through Saturday (WJZ-TV is not on the air Monday and Tuesday).

* * *

FOUR of the five advertisers who started with *Market Melodies* are still on its sponsor list, which has now expanded. They are Stahl-Meyer (meats), Hills Brothers (Dromedary Mix), Brooklyn Union Gas Co. (ranges, refrigerators), Snow Corp Marketers (frozen orange juice). The only original sponsor to drop out was Foremost Dairies (ice cream), a hot weather advertiser who contracted for a summer campaign only.

The fact that these accounts continue to sponsor *Market Melodies* at a cost of roughly $500 a week indicates that the program must be doing a satisfactory sales job. More specifically, WJZ-TV cites such direct sales results as 284 orders from one announcement of a $15 reconditioned vacuum cleaner; over 700 sales of a $2.95 set of Christmas tree ornaments from five announcements; over 300 sales of a $1 set of toy balloons from one announcement; an average of $600 worth of sales apiece from a series of announcements for a $2.95 Jiffy Stitcher.

Outstanding success of the *Telephone Game*, which averages 1,000 calls a day, is for Swift & Co., one of its four sponsors. Swift gives the program entire credit for opening up the New York market for its peanut butter, reporting that sales have mounted so steadily the company has had to appoint two additional brokers to handle the new retail accounts.

Last fall WJZ-TV experimented with a pre-Christmas *Holiday Hints* series, Friday evening half-hour telecast demonstrations of holiday gift or service ideas, presented by Anne Russell and Walter Herlihy, co-conductors of *Market Melodies*. This series of straight commercial demonstrations and sales talks, without any entertainment in the usual sense, was so successful that the station is planning to repeat it this year, possibly for other holidays as well as Christmas.

The Fitzgeralds, veteran radio husband-and-wife "breakfast table" team, do two half-hour shows a week on WJZ-TV in the early evening hours and are numbered among the station's "sold out" local programs. A similar happy fate is anticipated for the *Ray Heatherton* Show, a sidewalk superintendent program filmed at various spots around New York, which recently has been added to the WJZ-TV early evening schedule.

These programs, plus most of the station's network originations, are telecast from the ABC Television Center, three connecting buildings on West 66th St., just

ABC PRESIDENT Robert E. Kintner (l) shakes hands with William Zeckendorf, now a member of the network's board of directors and also a president of Webb & Knapp, following completion of the ABC acquisition of its Television Center. Webb & Knapp handled the real estate deal.

Mr. STRONACH

Mr. DOTY

Mr. GRABHORN

Mr. MARX

of Central Park. Five live studios, the largest 100 feet square with a 45-foot ceiling, a film projection room, paint and carpentry shops, scenery warehouses and prop storerooms, film laboratory, kinescope recording room, plus offices, dressing rooms, etc., occupy more than two million cubic feet of space.

By housing all the various elements needed for a video program together, the Center saves time and manpower, eliminates warehouse and trucking charges and altogether lowers production costs by 20% to 25%, say ABC executives, who expect this saving to swing many top video programs to ABC in preference to other TV networks. Two theatres, the Ritz and the 58th St. Playhouse, accommodate programs with studio audiences. There also are two mobile units for remote pickups.

Equipment includes 18 studio cameras (one mounted on a Houston crane), six field cameras, seven microphone booms, four film cameras, six motion picture projectors (two 35mm, four 16mm), two microwave units, four video recorders. All of the equipment is RCA except for three DuMont studio cameras.

The WJZ-TV transmitter, an RCA TT 5A 5 kw unit, was transferred last month from its original location on the 43d floor of the Pierre Hotel to the 85th floor of the Empire State Bldg. In moving the transmitter 26 blocks, downtown, and that much farther from the ABC-TV Center, the station more than doubled the height of its transmitting antenna.

* * *

ABOUT 300 persons work for WJZ-TV and the ABC network in New York, including some 60 engineers and technicians, 80 in programming and six in sales, plus about 150 assigned to TV duties in continuity acceptance, news, publicity, accounting, and other departments of the network organization.

Top executives include Mr. Grabhorn; Clarence L. Doty, sales manager of WJZ-AM-TV; Frank Marx, ABC vice president and chief engineer of WJZ-TV; Alexander Stronach, ABC's national director of television program operations and program manager of WJZ-TV.

Facilities of WJZ-TV and the ABC video operation in New York have cost the network some $3,700,000 of a total of $8,500,000 capital investment in video plant and equipment in Detroit, Chicago, Los Angeles, and San Francisco as well as New York. Amortization of this sum, plus heavy operating costs which the network's TV revenue does not yet offset, caused ABC last fall to cut the air time of WJZ-TV from seven to five days a week, coincidentally dropping some of the network's more expensive sustaining programs.

Robert Kintner, ABC president, said at that time that the curtailment was a temporary expedient to allow ABC to strengthen its video programming on the other five nights without unduly tapping the network's resources. ABC's net revenue for the first nine months of 1949 showed a net loss of several hundred thousand dollars, attributable to expenditures for TV. Even with the curtailed schedule, Mr. Kintner said that the network was spending at the rate of $1,200,000 a year for TV sustaining shows.

WJZ-TV's current five-day, 33-hour weekly program schedule may be divided a number of ways; 12¾ hours of local programs and 20¼ hours of network shows; 29¼ hours of live program and 3¾ hours of films, including two hours of kinescope recordings of programs originating at other ABC TV stations; 18 hours and 55 minutes of commercial programs, including 11 hours of local participation shows but omitting WJZ-TV's extensive line-up of sponsored spots, and 14 hours and 5 minutes of sustainers.

Roughly classified into program types, the WJZ-TV schedule for the week of February 12-18 contained: 2½ hours of kid shows, 1½ hours of comedy, 1½ hours of drama, 7¼ hours of sports (chiefly the Roller Derby), 5 hours of quiz shows, 3 hours of musical variety, 8 hours of *Market Melodies*, 3¼ hours of talk program (discussions, forums, interviews, etc.), 30 minutes of documentary and 30 minutes of religious programming.

* * *

THE list of outstanding programs WJZ-TV has originated for the ABC-TV network begins with the all-star variety show from New York's Palace Theater, the Mecca of vaudeville, which inaugurated the station's program service on Aug. 10, 1948.

On election night, WJZ-TV fed returns to the network under the sponsorship of Kaiser-Frazer Sales Co., with commentaries by Walter Winchell, Drew Pearson and the rest of the ABC news corps, aided by George Gallup who, as the evening wore on, swallowed his own predictions in full view of the ABC-TV audience. Later that month, WJZ-TV telecast the opening of the opera season at the New York Metropolitan Opera House, covering the full performance of Verdi's "Otello" plus between-the-act interviews with opera stars and notables from the audience. This opera telecast, a first in video history, was sponsored by the Texas Co., which repeated its sponsorship of ABC telecast opera a year later at the Met's 1949 opening.

In the sports realm, WJZ-TV early realized the viewing appeal of the Roller Derby's fast, furious, and frantic action, and for the second year is feeding an hour or more of this sport to the network most weekday nights, with Blatz Brewing Co., Chesebrough Mfg. Co. and Chevrolet Dealers Assn. currently sponsoring these programs.

Another notable WJZ-TV network origination is the video version of *Stop the Music*, mystery melody jackpot program, sponsored by Admiral Corp. and P. Lorillard Co. Paul Whiteman's variety show for Goodyear Tire & Rubber Co. and Kellogg's *Singing Lady* series are other top ABC TV shows fed to the network by WJZ-TV.

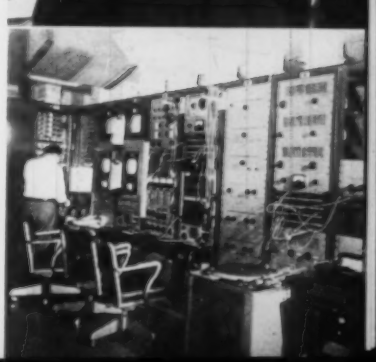
The World War II documentary film series, *Crusade in Europe*, first telecast from WJZ-TV to the network with Time Inc. as sponsor is now being repeated as a local series on WJZ-TV and other ABC video affiliate stations. Bowery Savings Bank is sponsoring this second run on WJZ-TV.

WJZ-TV operates on Channel 7. Its base rate for an hour of Class A time (7-10:30 p.m., Monday through Saturday, 6-10:30 p.m., Sunday) is $2,000. For an hour of Class B time (5-7 p.m., Monday through Saturday; 10:30-11 p.m., Monday through Sunday; 1-6 p.m., Sunday) the base rate is $1,500. The Class C rate (all other time) is $750 an hour. Discounts run from 2½% for 13 or more broadcasts to 20% for 260 or more.

While its primary role will always be that of a network key station, WJZ-TV will continue to expand its local operations, particularly in the daytime hours.

"Programs such as *Market Melodies* have clearly demonstrated that television fits into the retail sales picture in a way that radio never has," Mr. Grabhorn said, reporting that plans are nearing completion for a new daytime program to be sponsored by a New York department store. "We do not plan on all-day sustaining programming," he added, "but we do expect to expand our daytime operations as we find programs that will fill a need for our viewers and our sponsors."

* * *



INTEGRAL parts of Television Center are (top photo) the film laboratory, several rooms in a special section of the basement area which have been set apart for film editing, storage, kinescope recording, etc., and (lower photo) the master control from which all ABC telecasts are controlled.

FLORIDA FIRM

Pelican Productions Formed

ORGANIZATION of Pelican Productions, firm specializing in filming sporting events in Florida for television use, has been announced. The firm's address is P. O. Box 839, St. Petersburg, Fla.

Officers are Phillip Dana Boose, president; Lyman E. Rogers, vice president; Raymond I. Whitely, secretary and treasurer. Mr. Boose has been in television and radio in Philadelphia and the New Jersey area. Prior to that, he was a sportscaster for WTSP St. Petersburg.

Tavern TV Ban

BAN on the use of television in city taverns and off-sale liquor establishments was voted by a split ballot of three to two by the Duluth City Council last Monday (March 6).

Hurry, Hurry . . . Television Has Its Own Big Top

It's 'Super-Circus' For Canada Dry

By JANE PINKERTON

APTLY NAMED is *Super Circus*, for it begins with super audiences and ends with super sales. Such is the conviction of ABC television, the Canada Dry Ginger Ale Co., New York, and J. M. Mathes Agency, New York.

Sponsored by Canada Dry on the network from Chicago each Sunday since last April, *Super Circus* occupies a five-ring stage in the minds of network, agency and client personnel. The format lends itself to successful merchandising tie-ins with retailers, gives distributors a conversational subject with a universal, family appeal, and proves that video cameras are adroit enough to catch the multifarious maneuverings of 40 dogs and three trained seals at one time.

The hour-long (4 to 5 p.m. CST) show, presenting only circus performers conditioned to big-top operations, is a blend of skillful direction, a sawdust and tent atmosphere, unpredictable animals, blatant band music and a beautiful girl. All these add up to entertainment popularity and more and more Canada Dry sales. Bubbling is the byword.

Although *Super Circus* originated at WENR-TV Chicago for the network Sept. 17, 1948, it remained unsponsored until April of last year, when the beverage firm decided to try a medium new to the soft drink industry. ABC signed Canada Dry for the first half hour and conducted in March what is believed to be the industry's first closed circuit TV meeting.

Canada Dry President Roy W. Moore; William M. Collings, vice president in charge of company-owned operations; William S. Brown, vice president and advertising manager; and Ralph O. Nims, manager of the sales and merchandising department, spoke directly to regional and district personnel in the eight cities originally comprising the ABC-TV network. Mr. Moore and Charles C. Barry, ABC vice president in charge of TV, outlined the firm's promotion and sales plans for the circus show.

That initial 13-week contract has been renewed three times, and J. M. Mathes officials hope to continue sponsorship indefinitely.

Phil Patton and Greg Garrison, producer and director, have worked together as a team on the circus epic since it went commercial. Mr. Patton began working for ABC Chicago on a freelance basis (he used to do *Ladies Be Seated* on AM), and recently was named executive producer for ABC television there. He and Mr. Garrison also produced the televersion of *Ladies Be Seated* with Tom Moore, telecast as a sustainer on the network for 10 weeks early last year.

They coordinate duties of 34 persons, excluding talent, at ABC's Civic Studio, the former Chicago Civic Theatre, in the Civic Opera Bldg. It is on the western fringe of the loop at the Chicago River. The 34 men and women assigned include—on stage and in the control room—eight stage hands, two floor managers (Grover Allen and John Fitzpatrick), Assistant Director Dick Ortner, three cameramen, a dolly pusher, two microphone boom operators, an audio engineer, Technical Director Frank Koerner, two video control operators and a switcher.

Working in the Penthouse Studio atop the building are a man for slides, a girl giving slide cues, technical director, switcher and video control operator. These are in addition to two girls for inside and outside props, a girl who selects children for special stunts, Scene Designer John Boyt, Artist Robert Moak, Makeup Artist Carol Castle and Dan Schiffman, author of children's stunts.

Mr. Patton supervises overall production and auditions most of the acts. Mr. Garrison takes over in the control room and handles rehearsals. Originator and owner of the package *Stand by for Crime*, formerly telecast via ABC, he was a motion picture producer and writer and studio production director at WFIL-TV Philadelphia. In 1947, Greg Garrison, then scarcely 24 years old, directed the ABC portion of both national political conventions for the Republicans and Democrats.

TELEVISION has proved such a happy medium for Canada Dry that the firm plans soon to expand its present 16-station network to include St. Louis and Milwaukee. Canada Dry's first year has been "a very exciting one, and a profitable one from the standpoint of experience and actual leadership. We are the only beverage sponsoring a network program, and we consider that important," said Read H. Wight, radio and television director for Mathes agency.

Canada Dry has used radio every year of the 16 it has been in business, buying shows such as *Jack*

* * *

BLONDE AND BEAUTEOUS Mary Hartline, bandleader who doubles on the trumpet, relaxes backstage with Cliffy the Clown (Cliff Soubier). In the background are (l to r): James L. Stirton, general manager of ABC's Central Division; Horst W. Roder, manager of Canada Dry's Chicago division; Ringmaster Claude Kirchner, and Allen R. Schaedel, regional manager for Canada Dry.

XUM

Benny, Information Please and *Meredith Willson*. The first TV experiment took place about two years ago when *Sports Sparkles*, minute films about sports, was telecast in Syracuse and Milwaukee for franchised bottlers. Although the company maintains 29 of its own plants, it also issues bottling franchises to more than 90 local firms.

Super Circus time charges are paid for by the parent company in company-owned distribution areas. In other non-company plant markets, the local bottler chips in on time costs. Talent and production fees are absorbed by the national company. Its weekly share of costs adds up to less than $5,000, including time charges.

The company is thus spending out $250,000 of a reported $3 lion advertising budget on its work television show. Most of media allocations go to local her than national advertising, vever, because of the need to rchandise locally to build mass rket sales with direct deliveries. is is why stress is placed on the al franchise-holder, the distrib- r and the salesman. "Because nada Dry salesmen go into re- outlets more than most other esmen, we have a fine talking nt with *Super Circus*," Mr. ght explained.

Super Circus is bolstering the nsor's three-way objectives to ate and develop mass markets ginger ale, sparkling water and other products, Spur Cola and -Spot. It reportedly now has ut 20% of the ginger ale busi- s in the country. Working on 50-50 arrangement with bottlers, nada Dry gives them promotion kets at cost, including tran- ibed radio commercials. TV ts are aired occasionally, but ally only in areas out of *Super cus* range.

* * *

CRASH of Cliffy the Clown through a paper hoop an- nces the opening of *Super Cir-* , as the 18-piece band blares and gmaster Claude Kirchner steps the center of the stage. From re, for an hour, he introduces acts, smooths over gaps when keys balk at coming on stage and rigues children in the studio with long red coat and white, fitted users.

Five acts, ranging from four to minutes, are packed tightly into ast format that includes several d selections, kid stunts, clown tines and commercials. As the t half closes at 4:29:40, Mr. rrison and his staff have 20 nds before the second portion reset the large stage, remove mercial props for the sustain- period, open the traveler, set the band, get a new hoop for the clown and set the cameras.

The kid stunts have from four to eight children vying in foot races, balloon-punching contests and pie-eating clashes. The winner gets a dollar, and non-winners —usually elated about their fate— dip eagerly into fish bowls filled with pennies. They keep whatever they can carry away.

The same conviviality and informality applies to commercials, which have been acted by Charlie Flynn since the show started. He wears a tight-jacketed bus boy outfit, wandering in and out of the studio audience where he passes out free bottles of ginger ale. Up on stage, he delivers a casual but solid-sell commercial.

To get a tighter and better camera closeup on the commercial, which is always live, Canada Dry redesigned a bottle label for video use only, removing small and extraneous printed matter to avoid fuzziness.

Acts are booked two or three weeks in advance, usually through two Chicago agents. Price ranges up to $500, which was paid for Tom Pack and his herd of four baby elephants. Most performers (there have been as many as 15 persons in one act) have never played night club dates, and all have been circus headliners. Many work the show between circus and winter dates.

Along with magicians, trampoline artists, sword swallowers and tumblers have been a menagerie of animals — universally popular. At least one animal act is booked for each show. Animals, because of their inability to take coaching, often provide comic relief to an already funny show. Animal stories in *Super Circus*' private collection include gags about the chimpanzee that threw a bicycle at the bandleader, a four-minute hole filled with music because a jackass refused to come on stage, the seal that played "How Dry I Am" (not at the sponsor's request) on a horn combination, and the dog (in a troupe of 40 frantic hounds) who sauntered up to a prop fire plug and was ready to sanction same when the screen blacked out and cameras switched.

Thousands of irate viewers wrote in after seeing Umbangi, the Hollywood "gorilla," race across stage, clamber up the back of a dolly pusher into the lens of the camera and tear off through the audience. In the excitement, they hadn't heard Umbangi identified as the best gorilla impersonator in Hollywood.

As a joke on a band man, Director Garrison rented a skunk for $7.50, thinking this was a new low in expenses. In two days of rehearsal, the skunk (deodorized) bit Star Mary Hartline, a property girl and the assistant director. Doctor bills cost $25, and a stuffed skunk was finally used. Total cost —$32.50.

Three cameras are spotted in the studio, one on stage right, one in front of center stage on a platform extension into the audience (permitting dollying in and out), and a third at the back of the 860-seat house. For trapeze acts performing as high as 60 feet, the rear cameraman sits on the floor and shoots almost straight up with a wide angle lens. A Zoomar for extreme closeups was used for the first time in January and is used consistently now.

Elephants and camels are the largest in the circus ark to crowd through the stage doors. The camel was brought in for a quick walk-around when appearing in the Passion Play at the Opera House. Elephants, which always get rave notices from fans, have stomped across the reinforced floors on several occasions.

Because of the scattered camera angles, the men have orders to follow whatever is happening, even if it is not scheduled. As a result, all mikes are covered to blend with the backdrop, and flown by pin rail. Thirteen others are used— three for the audience, three downstage (10 feet apart), three for the orchestra, two upstage and two standby.

* * *

THE permanent cast centers around Ringmaster Kirchner, who traversed the talent obstacle course from being Sally Rand's first barker at the Century of Progress in Chicago in 1933 through announcing to successful freelance work in Chicago. He has several radio programs. Sharing the spotlights with him is blonde and lovely, 22-year-old Mary Hartline, who stars on ABC's *Junior Junction*. Miss Hartline, in private life Mrs. Harold Stokes, wife of ABC Chicago's program director, is also a fashion photographic model. She has brought to the show kudoes galore, winning such titles as Sweetest Television Star of the Year (1949), Chicago's Number 1 Career Girl (1948) and Miss Television of 1949 (from ardent Phi Gamma Deltas at the U. of Michigan.)

Sharing the bandstand with Bruce Chase, Miss Hartline plays occasional trumpet solos and takes part in the children's portions. Working with her are Cliffy the

(Continued on Telecasting 8)

IT'S NOTHING UNUSUAL for 500 adults, who *must* be accompanied by children, to stand along Chicago's Wacker Drive outside ABC's Civic Studio waiting to fight the battle of seats for *Super Circus*.

* * *

AMPY THE CLOWN, in non-*Super Circus* life 11-year-old Phillip Bardwell ton, ogles a bottle of Canada Dry enthusiastically with TV Announcer rlie Flynn, who has hawked the soft drink since the show started. With n are William S. Brown (l), Canada Dry vice president and advertising manager, and Carl G. Suber, J. M. Mathes account executive on company-owned plant and national advertising.

It's Super Circus

(Continued from Telecasting 7)

Clown, veteran radio actor Cliff Soubier, and 11-year-old Scampy, Phillip Bardwell Patton, son of the producer. Scampy was called in at the last minute one day when a midget performer failed to appear.

Although all elements in the show are scheduled two or three weeks in advance, rehearsal takes place on Saturday before and Sunday of the show. On Saturdays, kid stunts, clown gimmicks and commercials are given a thorough going-over. Opens and introductions are set, and one of two hours on the commercial is on camera. Musicians rehearse alone Sunday morning, when music is set with placement and setting of the acts. Dress rehearsal and a complete dry run take place until 3:30, half an hour before the show.

Then the 860-seat house is opened, timings are checked, additions and deletions made, the stage closed and camera levels determined. Eight ushers line-up ticket-holders in front of the studio where, on balmier days, hawkers come over from West Madison St. to sell balloons and popcorn. Children are admitted before adults, and long ago ABC set a precedent by insisting that all adults be accompanied by youngsters.

M & M Ltd., Newark, for its candy, and International Shoe Co., St. Louis, will share sponsorship of the second half on alternate weeks starting next month. Respective dates are April 23 and 30, through Lynn Baker, New York and Henri, Hurst and McDonald, Chicago. Derby Foods, for Peter Pan peanut butter, sponsored the same segment for 26 weeks last year until the end of October. Its agency is Needham, Louis and Brorby.

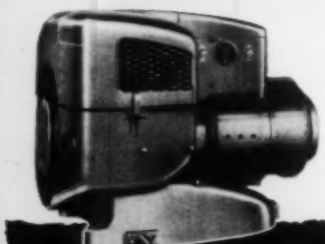
During the first 10 months that Telepulse ratings were available in Chicago, *Super Circus* ranked among the top 10 seven times. Considering TV ratings, "and a 27 Hooper Telerating, we think our program is a happy achievement for both the advertiser and our agency," Mr. Wight said.

As of November 1949, according to an ABC sales report, 455,385 TV sets were tuned in to each quarter hour of the show. Average number of viewers to each portion was 2,368,002, of which 683,078 were men, 819,693 women, and 865,232, children. These figures back up the Mathes and Canada Dry conviction that the show is for the family, not just children. Net talent cost per half hour per 1,000 *homes* reached was $3.46 (as of January 1950), and net talent cost per half-hour per thousand *viewers* was 66 cents.

Studio audiences alone last year totaled 40,000, giving the show the best attendance record among ABC Chicago TV offerings. On Jan. 1, ticket requests were filled through April, and 1,000 more are turned down each week.

Canada Dry, as the only soft drink manufacturer sponsoring a network video show, is finding that the super in *Super Circus* goes much farther than the show itself.

ELECTRIC POWER
for MOBILE TV UNITS



with **ONAN ELECTRIC PLANTS**

Quiet-running, vibration-free Onan Electric Plants are compact, lightweight, easy to install in TV, FM, and AM mobile units. Supply power for transmitting, recording, lights and all other needs. Electric push-button or manual starting. Fully shielded to eliminate radio interference. Air-cooled A.C. models range from 400 to 3,000 watts. Water-cooled electric plants up to 75,000 watts.

ONAN STANDBY ELECTRIC PLANTS for transmitter stations, *keep you on the air* and protect against loss through failure of highline power. Fully automatic start and stop. 1,000 to 75,000 watts, A.C.

Write for literature

D. W. ONAN & SONS INC.
3155 Royalston Ave., Minneapolis 5, Minn.

WTAR-TV PREVIEW

RCA Gives Demonstration

PREVIEW of television, heralding the opening of WTAR-TV Norfolk, Va., which is scheduled for April 2, opened today in the Norfolk municipal auditorium and will continue through Thursday. More than 75,000 persons are expected to attend.

The RCA Victor promotions department sent a seven-man production and technical staff and complete studio equipment to the auditorium where a studio and control room have been set up. RCA-produced programs, given from 3 to 5 p.m. and 7 to 10 p.m. daily, are being transmitted to 32 booths in which various manufacturers will show their TV receivers in action. Four TV sets are being given away each day as door prizes.

WTAR-TV has signed an affiliation contract with ABC-TV, bringing that network's number of owned and/or affiliated stations to 51. Forty-eight now are on the air. WTAR-TV is owned by WTAR Radio Corp. and authorized for Channel 4 (66-72 mc). Station also is affiliated with NBC-TV and CBS-TV.

INDUSTRIAL TV

RCA System Shown At IRE Meet

A COMPACT TV system designed especially for industrial and educational black-and-white use but said to be adaptable to commercial color television, was unveiled by RCA last Wednesday at the IRE national convention in New York (see story page 28).

The new RCA system comprises two units—a TV camera similar in size to a 16mm movie camera and a suitcase-sized master control monitor, and is based on RCA's Vidicon tube, which is described as less than one-tenth the size of the image orthicon, and simpler in application.

The system produces black-and-white pictures at normal light levels and can be adapted to produce pictures in natural colors, according to Dr. V. K. Zworykin, vice president and technical consultant of RCA Labs, who directed development of the system.

It also was revealed that RCA engineers are conducting research in development of tubes like the Vidicon for use in RCA's new all-electronic, high-definition color TV system. Additionally, the Vidicon will be developed further to make it a valuable device in commercial monochrome telecasting, and the entire system eventually could serve to replace present studio equipment, it was explained.

Details of the industrial system were revealed in technical papers offered at the convention by Dr. Paul K. Weimer, RCA research scientist, who helped demonstrate the system, and Richard C. Webb, of the RCA Labs. Mr. Webb and J. N. Morgan, research engineer, were credited with development of the overall system.

"RCA scientists developed the system so it is almost compatible with standard television broadcasting techniques," Mr. Webb said. "Home television receivers can be adapted to use as monitors by the addition of a single tube, with accompanying resistors and capacitors at a very modest cost."

The two-part TV package probably will be offered at an estimated cost of $6,600 with delivery in six months, according to M. C. Banes of RCA Engineering Products Division.

"This service eventually will be available in color, as well as in black-and-white," Dr. Zworykin explained. "While surveys have indicated that black-and-white coverage will meet the requirements in most industrial uses, engineers at RCA Labs. are at the present time working on color equipment to fulfill needs that may arise."

Camera Size

RCA's first color camera probably would be larger than the one in the new compact system but would be "considerably smaller" than existing ones, it was said.

The entire system operates on 110-v, 60-cycle alternating current and consumes only 350 w, according to Mr. Webb. He said it is capable of transmitting a signal 500 feet over a coaxial cable closed circuit, with "enormous flexibility" for a wide range of industrial, scientific and miscellaneous applications.

The Vidicon measures one inch in diameter and is six inches long. The master control unit is 24 inches long, 15 inches high and 1¼ inches wide. Weighing 48 pounds, it contains its own seven-inch monitoring kinescope and 44 tubes—about 50% more than the average home TV receiver. Camera is 10 inches long, 3¼ inches wide and five inches high.

The RCA system was described as indicating "great promise" for closed circuit television, which Dr. Zworykin said can be a "powerful instrument of education."

TECHNICOLOR

Buys Geer Tube Patent

TECHNICOLOR Motion Picture Corp. has bought the patent on a color television tube invented by Dr. Willard Geer, of the U. of Southern California, the company announced last week.

Dr. Herbert T. Kalmus, Technicolor president and general manager, said the company had appropriated more than $500,000 for its research department and that much of that amount would be spent on development of the tube for professional and commercial uses.

Part of the development of the Geer tube will be done at the Stanford Research Institute, Palo Alto, Calif., and the rest at the Technicolor laboratories in Hollywood. RCA also will contribute to the Stanford research project.

According to the company, the Geer invention consists of "a single television tube in which three electron beams are directed upon a specially-formed phosphor bearing screen made so as to present a separate surface to each beam. There are three such surfaces, and on the face of each such surface is a different phosphor material which, when activated by each of the electron beams, yields an appropriate color, red, green or blue. The combination of the three colors would give a television picture in natural color which is viewed on the surface of the television tube.

WSYR-TV Dedicated

WSYR-TV Syracuse, N. Y., operating on Channel 5 (76-82 mc), was dedicated formally March 5 by Harry C. Wilder, president of WSYR-AM-FM-TV. Dedicatory ceremonies, which followed a limited schedule operation for 17 days, included a film record of the station's construction and pictures showing behind-the-scenes operation. WSYR-TV reports its antenna is 1,666 ft. above mean sea level.

WXEL Excels in TV Service
to the populous Western Reserve area

The northeast Ohio area established as the Western Reserve in 1785, is today a nation's center of industrial, agricultural and intellectual advancement. The 17-county area now included in the original government grant has been served on Channel 9 since December 17, 1949, with a widely diversified program for all types of audiences.

For its visual power of 21 KW, and oral power of 13.5 KW, station WXEL uses a self-supporting Truscon Steel Radio Tower with an overall height of 437 feet to the top of a General Electric 6-bay television antenna. This is another example of the specialized services of Truscon engineers, long skilled in designing radio towers to meet specific conditions all over America.

Another **TRUSCON TOWER OF STRENGTH 437 FT. HIGH**

Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio —or to any convenient Truscon District Service Office—will rate immediate, interested attention.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

TRUSCON COPPER MESH GROUND SCREEN

CELOMAT UNIT To Participate in Color Hearing

CELOMAT Corp., New York plastics fabricator, has been given permission by FCC to participate in the color television proceeding, which resumes Wednesday, to tell about its $9.95 color converter for sets adapted to the CBS system. FCC denied participation to Wells-Gardner & Co., Chicago, and Communications Measurements Lab., New York.

The Commission's proceeding is expected to continue with further direct testimony by CBS. This week's session will run Wednesday through Friday, receiving results of field tests and other developments since the color hearing was recessed last Nov. 22.

The hearing resumed Feb. 27 for a three-day session with no meeting scheduled last week because of the 1950 convention and radio engineering show of the Institute of Radio Engineers in New York [TELECASTING, March 6]. The hearing is set also for March 22-24 and 29-31.

New bid to testify was filed last week by Packard-Bell Co., Los Angeles set manufacturer, which expressed concern over the potential "monopoly" situation in the color manufacturing field.

Celomat Corp. informed the Commission that it was ready to manufacture a color converter for use with TV sets adapted to receive the CBS color system and that the retail cost for the converter would be "about $9.95." The firm said the unit could be distributed nationally through the same channels which now handle Celomat's TV set magnifier. FCC said it granted the Celomat request to testify since the cost of making color converters was raised during the hearing before it recessed last November.

Wells-Gardner Request

Wells-Gardner requested permission to testify about its test "with regard to the demand by the public for large size pictures in home television receivers" with "probable public reaction to certain features of the three color television systems" and with "the effect of continuation of the VHF freeze and failure to proceed with a VHF-UHF allocation plan upon such small business enterprises as Wells-Gardner." However, the Commission considered this late request as not within the scope of its request for field testing and data on new developments and hence denied it.

FCC rejected the CML request on the ground it proposes a color system not within the scope of the Commission's original issues in the proceeding. CML claims it has an 8-mc dot-sequential color system which will operate in the UHF band permitting simultaneous transmission and reception of multiple other broadcast and non-broadcast services on the same signal [TELECASTING, Feb. 27]. FCC specified 6-mc band for color, the same as monochrome.

The Commission also noted that the CML system admittedly still was a theoretical system and "has not undergone a program of research and development in the laboratory to determine fundamentals and to explore basic problems."

Packard-Bell Position

Packard-Bell indicated FCC in the public interest should hear the "views of a small, non-diversified manufacturer of television receivers from the West who is concerned about the concentration of monopoly power in the hands of a few manufacturers, who wishes to present facts concerning the television situation in the West, and who is particularly concerned that in the transition from black-and-white to a color system that has not been adequately field tested for commercial development there is a strong likelihood that companies like it might be forced out of business."

The firm indicated its vice president, Robert S. Bell, would be available for testimony. Packard-Bell had gross sales of about $5,500,000 in 1949, 80% of which was in TV sets, the firm said. Present sales are running at a $12,000,000 annual rate.

Meanwhile, two distinct viewpoints were evident last week among color hearing observers. One view—that FCC seriously is considering allowing the double standard, both CBS and "compatible" RCA, at least in the VHF—was stimulated by comments of Comrs. Wayne Coy and Frieda B. Hennock during examination of RCA and other witnesses a fortnight ago [TELECASTING, March 6].

Other View

The other view—that FCC, at least in majority, will hold to its call for a system "compatible" with monochrome—was claimed to be strengthened during the same session by the concern of Com. George E. Sterling over any system which requires at the present such mechanical parts as a motor driven color wheel.

CBS witnesses had emphasized that its system and all of the principal color methods fundamentally are all-electronic and that the CBS color wheel was only a device to make color TV practical and inexpensive now.

Comr. Robert F. Jones at one point had observed that all of the systems, in spite of their basic all-electronic characteristics, at present utilize some form of "mechanical" operation to produce the color. He noted the CBS color wheel and the complex optical systems involved in the RCA and Color Television Inc. systems.

Why

FILM EQUITIES

Is the No. 1 Distributor of TV Film in the U. S. Today

- Film Equities acceptance and reputation is built on its superior service.
- When stations want film—and when they want it in a hurry—they know that they can pick up the telephone and that Film Equities will be able to **deliver** what they want when they want it.
- This service, built up over several years, is the fundamental reason for **more Film Equities film being used in TV than any other distributor.**
- Television stations the nation over know that when they call on Film Equities, Film Equities delivers the film.

Let us show you what we mean.

FILM EQUITIES
1501 Broadway
LONGACRE 4-8234
Constance Lazar, Television Director

Film Report

WORLD ARTISTS Inc., Hollywood, has completed two half-hour strips featuring **Jascha Heifetz** for *World Artists* series. Production underway of first of two half-hour films featuring cellist **Gregor Piatigorsky**. . . . **Marc Cramer**, former advertising and publicity director for Julius Wile Sons & Co., has joined staff of **Transfilm Inc.**, New York.

Nassour Studios Inc., Hollywood (independent motion picture producer), going into TV production with series of quarter-hour films starring **Sabu** as modern-day Aladdin. Seeking national sponsor. Firm plans five additional film series. . . . **Jerry Fairbanks Productions**, Hollywood, has series of 10 spot commercials underway for **Oldsmobile**. Agency: **D. P. Brother Adv.**, Detroit.

Filmack Trailer Corp., Chicago, has released one three-minute and two one-half minute commercials to **Lerman's Furniture Co.**, same city. Series feature demonstrations of three rooms of furniture. Agency: **Jerome Reese**. . . . **Robert Stock**, formerly on MBS Hollywood promotion staff joins publicity department of **TV Ads Inc.**, that city. . . . **Hampton W. Howard**, former president of Special Purpose Film appointed sales manager for **Arch Productions**, New York industrial film firm.

Television Screen Productions New York, producing five-minute animated cartoon TV adventure series for children. Title *Jim and Judy in Teleland*, series can continue indefinitely, according to **Charles J. Basch**, president of company. . . . **Telefilm Inc.**, Hollywood, producing one-minute animated television commercial for **Nesbitt's Orange Drink** through **Arnold Marquis Productions**, that city. Spot for local release.

Russell Day heads new television commercial department set up by **Telemount Productions**, Los Angeles, at its studios at 5255 Clinton St. Mr. Day formerly was independent TV film producer. Firm also has announced 13-week renewal of its *Magic Lady and Bob* series on KPIX (TV) San Francisco, effective March 4. . . . Series of seven one-minute live action TV spots have been completed for **General Controls Corp.** by **Caste Productions**, Los Angeles. Agency: **Hixson & Jorgenson Inc.**

INTERCONNECTION

Further Hearings Are Held

FURTHER hearing was held before FCC Examiner J. Fred Johnson Jr. last week to decide whether or not the Comission should require interconnection of the inter-city television relay facilities of American Telephone and Telegraph Co. and those of Western Union Telegraph Co.

AT&T has issued a loud "no" to WU's equally vigorous "yes" on the interconnection issue.

The Bell System contended Western Union can't compete with it unless WU furnishes customers with Bell facilities to piece out its own channels, which amounts to a private subsidy by one competitor to another. Western Union stated television is growing rapidly and will need both AT&T and WU facilities, indicating WU can compete with the Bell System.

Held Monday through Wednesday, the FCC hearing last week was recessed until April 10 when it's expected another week will be required to close the case. FCC last December had ordered the common carriers to interconnect their facilities with those of private broadcasters for the present because the common carrier channels are inadequate.

In mid-February FCC requested AT&T to further amend its tariffs to allow broadcasters to feed programs picked up off the air into the Bell System network for further relaying [TELECASTING, Feb. 20]. AT&T last week, however, in a petition opposing this request, charged that the issues and evidence in the earlier interconnection hearing did not support FCC's conclusion to order AT&T to accept inbound traffic of this nature. The telephone company further contended that such "patchwork" networking would be technically and operatively inefficient and uneconomical in the long run.

A preliminary dispute at last week's proceeding was whether the case involved the question of general interconnection or interconnection only in a specific instance such as the WU New York-Philadelphia link, presently its only existing TV relay facility.

KTTV (TV) MOVES

Sets Nassour Studios For Film Making

UNDER a long term lease, with option to buy, KTTV (TV) Los Angeles within next 60 days will move from present quarters to Nassour Studios, 5746 Sunset Blvd., Hollywood.

Deal was worked out by Norman Chandler, Los Angeles *Times* publisher and president of KTTV Inc., with Edward and William Nassour, owners of Nassour Studios. Under the arrangement, KTTV will go into production of low budget television films, with national distribution to be handled by Television Sales, station subsidiary recently set up for syndicated programs.

Agreement in no way interferes with independent film production of Nassour Bros., it was said.

Under the 10-year lease with options, signed last Tuesday, KTTV will eventually take over the entire film lot consisting of executive offices, four soundstages, and workshops. Station will discontinue use of three sites from which it currently operates.

Station expects to start filming six to eight half-hour programs weekly with move to the new quarters, according to Harrison Dunham, KTTV general manager. First will be the *Buster Keaton Show* and the Stokey-Ebert Enterprises' *Pantomime Quiz*. KTTV also plans to bring in freelance producers, directors and talent to film its own packages.

Stockholders Aprove

With CBS a 49% owner of KTTV, Frank Stanton, network president, participated in the stockholders' recent Los Angeles meeting that approved the deal with Nassour Bros.

CBS also will acquire a Hollywood film studio or its equivalent for its rapidly expanding television operations in that city. Several sites have been investigated, but as far as can be learned, no deal has been made.

Looking to the future, ample space, comparable to that occupied by the ABC Television Center in Los Angeles, will be necessary to accommodate the several live and filmed shows that CBS will originate from Hollywood. Adequate quarters acquired now will eliminate future farming out of shows to rental studios as was done in radio, it was pointed out.

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*South of St. Louis and Richmond, from the Atlantic to the Pacific.

On March 1st, WMCT joins the Cable!

This is big television news in the Memphis market area, and even greater significance to advertisers throughout the Nation.

Already television set sales in Memphis and the Mid-South have reached 20,000, according to information received from distributors.

With the coming of the Cable, there will come also, a tremendous new interest and a new and greater audience than ever before.

For program and spot availabilities, we suggest you contact your nearest Branham office, now.

WMCTelevision

WMC • WMCF • WMCT

National Representatives
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC

Also affiliated with CBS, ABC, and DuMont

WBTV

COVERAGE

begins at 40*

*With WBTV, the Carolina's first telestation, service is just beginning at the traditional 40-mile radius. Actual field intensity surveys set the 5 millivolt radius 10 to 30 miles further out. Viewer mail piles up convincing evidence that WBTV is serving 59 counties including 9 major Carolina cities and a population of over 3,000,000.

Ask RADIO SALES for full details on WBTV coverage, popularity and sell-ability.

Now—Serving 12,169 TV Sets

(As of March 1, 1950)

WBTV

CHARLOTTE, N. C.

Jefferson Standard Broadcasting Company

Represented Nationally by Radio Sales

TV's Rising Cost

(Continued from Telecasting 3)

DuMont has pioneered in low-cost production, opened new time periods and developed profitable shows for inland stations and advertisers. Speaking of costs, he charged that prices must be about the same cost per thousand as in other media.

Because there are not enough hours to put TV on a sound and profitable basis even if all hours are sold, DuMont has gone extensively into daytime programming.

TV in movie theatres was discussed by Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, New York. TV will alter but not replace theatregoing, because people will always want to leave their homes for entertainment, Mr. O'Brien said.

An opposing view, asserting that TV is moving the theatre into the home, was expressed by H. C. Bonfig, advertising manager of Zenith Radio Corp., who talked about Phonevision. "Only with it will broadcaster and talent make a living out of TV," he claimed.

Ralph Liddle of Commonwealth Edison, Chicago, was moderator of the theatre TV discussion.

Research Important

Research will play an important role in TV, according to Hugh M. Beville Jr., NBC's director of plans and research. Five leading fields in which research can help TV, he said, are improved set figures by markets, better and more frequent ratings, better measurement of TV audience size among non-set owner families, knowledge of how to build more effective commercials and documentation of TV's sales effectiveness.

He proposed that ratings be made every third rather than every four weeks because of shows aired biweekly. Reporting a large bonus for sponsors because of high non-owner viewing, he said a recent NBC New York survey showed the network has a total weekly audience of 20 million viewers five years old and over, 49% of which are outside TV homes.

Appearing with him were Dr. Charles L. Allen, director of research, Northwestern U.; A. C. Nielsen, president of the Chicago market research firm bearing his name; Lawrence Roslow, general manager, The Pulse Inc.; James Sepler, president, American Research Bureau; Charles Callard, vice president of Jay & Graham Organization (Videodex), and Ward Dorrell, vice president, C. E. Hooper Inc. Robert Salk of The Katz Agency, Chicago, was moderator.

Speakers on the opening panel were Robert Swezey, general manager, WDSU-TV new Orleans; Harry Bannister, general manager, WWJ-TV Detroit; Alexander Stronach, director TV program operations, ABC New York; Seymour Mintz, advertising manager, Admiral Corp., Chicago, and Jeff Wade, vice president in charge of radio and television, Wade Advertising, Chicago. James Stirton, general manager of ABC's Central Division, moderated.

Video will support itself in any market because the impact is there, Mr. Swezey said. He is off the cable in a 20,000 set market. "We have a transom business already, and have reached the point where some of our radio advertisers are going into TV. We will be hurt in radio before long." Youth and imagination are prime requisites, he said.

Mr. Bannister, terming TV a constant news story because it has captured the public imagination, said video gives priceless publicity to advertisers. Discussing the 58 TV markets, which will not increase much in the next three years because of the "freeze" and time needed for allocation hearings, he anticipates between 14 million and 16 million sets by the end of next year will still be confined to 58 markets.

Mr. Stronach of ABC said "a tremendous educational job needs to be done before TV is economical. TV will never be cheap, but it will have to be cheaper if we are going to get the average budget client, the backbone of magazine and radio advertising."

Mr. Wade, whose major AM-TV account is Miles Labs. (Alka Seltzer, One-A-Day Vitamins), said TV is almost a must for the radio advertiser. Advertisers, however, are looking for economy in programming and sales effectiveness "like they've never looked before," he said.

Admiral Advertising Manager Mintz pointed up need for more accurate estimates in program costs. "We spent four times the original estimate on the *Admiral Broadway Revue*, for example," he said. An answer he recommended for profit both ways—inexpensive daytime shows.

Problems of stations in various markets were outlined Tuesday morning by John Mitchell, manager, WBKB, (TV) Chicago, and his panel: Robert Lemon, sales manager, WTTV (TV) Bloomington, Ind.; E. Y. Flanigan, general manager, WSPD-TV Toledo; Roy McLaughlin, manager, WENR-TV Chicago; Hoyt Andres, assistant to the president, WKY-TV Oklahoma City, and F. Van Konynenberg, general manager, WTCN-TV Minneapolis.

"TV pays off—or does it?" was answered by A. L. Johnson, advertising manager, International Shoe Co., St. Louis; Budd Gore, advertising manager, Marshall Field & Co., Chicago; Phil Creedon, advertising manager, Edward Hines Lumber Co., Chicago; L. E. Waddington, radio director, Miles Labs, Elkhart, Ind.; Hal Rorke, radio director, J. Walter Thompson Co., Chicago, William Fisher, TV production director Young & Rubicam, Chicago, and Harry Goodman, president, Harry Goodman Productions, New York.

Holman Faust, account executive at Schwimmer & Scott, moderated.

Ten panelists appearing at the closing session were introduced by Arthur Holland, owner, Malcolm-Howard Agency, Chicago. They were Monte Fassnacht, WENR-TV; Norman Heyne, Ruthrauff & Ryan; Dick Liesendahl, WGN-TV; Jo Betzer, Sarra Inc.; Jerry Campbell, Campbell-Cahill Studio; Robert Knapp, Schwimmer & Scott; Norman Lindquist, Atlas Film Corp., all Chicago, and Arthur Fielden, Campbell-Ewald, Detroit; Carl Haverlin, Broadcast Music Inc., New York, and Gordon Kinney, Advertising Council, New York.

Conference Registration

Ed Abbott, Foote, Cone & Belding, Chicago; Dr. Charles Allen, Northwestern U.; Warren F. Ambrose, Gardner Adv., St. Louis; Hoyt Andres, WKY Oklahoma City; George J. Arkedis, CBS-TV Chicago; Jeanne Austin, New York; Dorothy Ayres, Henri, Hurst & McDonald, Chicago; Elizabeth Bain, WGN-TV Chicago; Frank Baker, Reincke, Meyer & Finn Inc., Chicago; Russell Baker, WOW Omaha; Kenneth C. Banes, Wade Advertising, Chicago; Harry Bannister, WWJ-TV Detroit; Frank Bercker, Frank Bercker Studios, Milwaukee; Gilbert I. Berry, DuMont Television Network, Chicago; Jo Betzer, Sarra Films, Chicago; Hugh M. Beville, NBC, New York; Fred Bolton, J. Walter Thompson Co., Chicago; H. C. Bonfig, Zenith Corp., Chicago; Phillip G. Bowman, Young & Rubicam, Chicago; Jack W. Brand, Brand Productions, Chicago; Vernon R. Brooks, WGN-TV Chicago; James F. Brown, WBBM-CBS Chicago; Robert E. Buchanan, Young & Rubicam, Chicago; Robert J. Burton, Broadcast Music Inc., New York.

Charles Callard, Videodex, Chicago; Clair Callihan, Leo Burnett Co., Chicago; Jerry Campbell, Campbell-Cahill Studio, Chicago; Hal Carlson, Ill. Bell Tel. Co., Chicago; David Carpenter, WCON-TV Atlanta; Kenneth Carpenter, Spectrolux Corp., Chicago; Peter A. Cavallo Jr., J. Walter Thompson Co., Chicago; Shapard Chartoc, Jay & Graham Research, Chicago; William B. Condon, Wade Advertising Co., Chicago; Kenneth Craig, CBS, Chicago; Phil Creedon, Edward Hines Lumber Co. Chicago; Ted Crofut, Sarra Inc., Chicago; Jane Daly, Earle Ludgin & Co., Chicago; Hugh E. Davis, Foote, Cone & Belding, Chicago; Lyle De Moss, WOW Omaha; H. F. Dieter, Foote, Cone & Belding, Chicago; Sam Cook Digges, CBS Radio Sales-Television, Chicago; Mary G. Dooling, Radio Talent, Inc., Chicago; W. Ward Dorrell, C. E. Hooper Inc., New York; Robert Dooley, WOW Omaha; Mildred B. Dudley, Le Vally Inc., Chicago.

J. E. Faraghan, WGN-TV, Chicago; Tom Farrell, Spectrolux Tel. Corp., New York; James D. Farris, The Caples Co., Omaha; Monte Fassnacht, WENR-TV Chicago; Holman Faust, Schwimmer & Scott, Chicago; John A. Ferguson, Hertz Driv-Ur-Self System Inc., Chicago; W. Arthur Fielden, Campbell-Ewald Co., Detroit; Dale Fisher, Earle Ludgin & Co., Chicago; Wm. D. Fisher, Young & Rubicam, Chicago; E. Flanagan, WSPD Toledo; Chris Ford, Needham, Louis & Brorby, Chicago; Brian Forster, RWG, Chicago; C. Gibson Franks, Electric Assn., Chicago; Harold Froelich, Adam J. Young Jr. Inc., Chicago; M. S. Fromstein, Mark-Maginer & Berman, Milwaukee; J. A. Frye, Stromberg - Carlson, Chicago; Bill Galliart, Jos. W. Hicks Organization, Chicago; Chuck Gay, Kircher, Helton & Collett, Dayton; W. V. George, Canadian Marconi Co. (CFCF), Montreal; Benedict Gimbel Jr., WIP, Philadelphia; Harry Goodman, Harry Goodman Prod., New York; L. M. Goodwin, United Film Service Inc., Chicago; Budd Gore, Marshall Field & Co., Chicago; Jonny Graff, WBKB Chicago; Richard Graver, Admiral Corp.; Charles C. Greene, Doremus & Co., Chicago; Edgar Greenebaum Jr., TV Shares Management Co., Chicago; Lloyd Griffin, Free & Peters, Chicago; B. V. Gunn, Foote, Cone & Belding, Chicago;

PREVIEWING WNBQ-NBC (TV) Chicago show, *Grand Marquee*, feature films series, is the program's sponsor, Paul E. Hauser (r), president, Hauser Nash Sales, Chicago. With him at the station's studio are (l to r): Charles J. Zeller, radio-television director, Guenther-Bradford Agency; George Morris, WNBQ account executive, and John McPartlin, station sales manager. Show is telecast Saturday at 9:30 p.m. (CST).

G. H. Gunst, Katz Agency, Chicago; Kathryn M. Hardy, Ralph H. Jones Co., Cincinnati; George W. Harvey, WGN-TV Chicago; Steve Hatos, Chicago; Carl Haverlin, Broadcast Music Inc., New York; W. N. Hawkins, WWJ-TV Detroit; Norm Haynie, Ruthrauff & Ryan, Chicago; Sherman Headley, WTCN-TV Minneapolis; Earle F. Hefflen Jr., Lumbermens Mutual Casualty Co., Chicago; Ell Henry, ABC, Chicago; George P. Herro, MBS, Chicago; Ivan Hill, Ivan Hill Inc., Chicago; Walter N. Hiller Jr., The Toni Co., Chicago; L. P. Hillyer, United Film Service Inc., Kansas City; J. V. Hladky Jr., KCRG Cedar Rapids, Iowa; William Hocker, United Videogram Inc., Chicago; James R. Hoel, The Katz Agency, Chicago; E. M. Hoge, NBC, Chicago; Arthur M. Holland, Malcolm-Howard, Chicago; Alfred C. Houser, Agency Service Corp., Chicago; John R. Howland, Zenith Radio Corp., Chicago; W. G. T. Hyer, W. Biggie Levin Agency, Chicago; A. L. Johnson, International Shoe Co., St. Louis; Russ Johnston, Jerry Fairbanks Films, New York; Arthur R. Jones III, Douglas Productions, Chicago; Dallas Jones and Marilou Jones, Dallas Jones Productions, Chicago; R. Conrad Jones, MacFarland, Avegard & Co., Chicago.

Irving J. Kaluzna, Television Engineers Inc., Chicago; Arthur P. Kane, Kane Advertising Co., Bloomington, Ill; Scott Keck, Henri, Hurst & McDonald, Chicago; Kay Kennelly, Olian Advertising Co., Chicago; Fred Kilian, ABC, Chicago; Gordon Kinner, Advertising Council, New York; Robert Knapp, Schwimmer & Scott Agency, Chicago; J. W. Knodel, Avery-Knodel Inc., Chicago; Edith M. Knudson, Chicago; Reynold R. Kraft, Paul H. Raymer Co., New York; Joel Kursel, Scott Inc. Ad. Agency, Milwaukee; George L. Lahodny, Detroit Edison Co., Detroit; U. A. Latham, WKRC-TV Cincinnati; H. S. Laufman, Herbert S. Laufman & Co., Chicago; Carroll R. Layman, Harrington, Righter & Parsons, Chicago; Roger LeGrand, The Cramer-Krasselt Co., Milwaukee; Robert Lemon, WTTV Bloomington, Ind.; Genevieve Lemper, Foote, Cone & Belding, Chicago; Ralph W. Liddle, Commonwealth Edison Co., Chicago; Dick Liesendahl, WGN-TV Chicago; Norman C. Lindquist, Atlas Film Corp., Chicago; C. Ross Littig Jr., J. Walter Thompson Co., Chicago.

J. P. McCarvill, RCA, Chicago; John McLaughlin, Kraft Foods, Chicago; Roy McLaughlin, ABC, Chicago; W. J. McNally, WTCN Minneapolis; John J. McPartlin, WNBQ Chicago; James Mctighe, Olmstead & Foley, Minneapolis; Stephen A. Machcinski Jr., Adam Young Television Inc., New York; D. P. MacRae, A. Gettelman Brewery, Milwaukee; Carroll Marts, MBS, Chicago; J. Marty Jr., Admiral Corp., Chicago; Carl Meyer, WGN-TV Chicago; Howard B. Meyers, NBC, Chicago; Charles P. Michels, Gardner Advertising Co., St. Louis; Justin Miller, NAB, Washington; Ted Mills, NBC, Chicago; Jean Minetz, W. E. Long Co., Chicago; Seymour Mintz, Admiral Corp., Chicago; Bert Mitchell, WFAA, Dallas; John Mitchell, WBKB Chicago; Maid Marion Montgomery, Stubbs-Montgomery, Chicago; Mary Kinnavey Moore, American Institute of Baking, Chicago; Ruth Moore, Community Fund of Chicago; John Moser, Chicago; Richard S. Mulford, Roche, Williams & Cleary, Chicago; Merle K. Myers, Russel M. Seeds Co., Chicago.

Charles J. Nesbitt, Hallicrafters Co., Chicago; A. C. Nielsen, A. C. Nielsen Co., Chicago; Gordan A. Norberg, Wade Adv. Agency, Chicago; Robert H. O'Brien, United Paramount Theatres, New York; D. L. Odell, Sears, Roebuck, Glen Ellyn, Ill.; John P. Odell, The Quaker Oats Co., Chicago; Irwin A. Olian, Olian Adv. Co., Chicago; Henry J. Opperman, Falstaff Brewing Corp., St. Louis; Garfield C. Packard, Paul H. Raymer Co., Chicago; G. Phillip Patton, ABC, Chicago; C. B. Peterson, The Branham Co., Chicago; Robert Petranoff, WTTV Bloomington, Ind.; George F. Peterson, WGN-TV Chicago; Barbara Porter, Wade Adv. Agency, Chicago; William R. Preston, WRVA Richmond, Va.; Sterling Quinlan, WBKB Chicago.

Ralph Radetsky, Denver Television Co., Denver; John T. Ralph, Motorola Inc., Chicago; F. E. Raymond, Quaker Oats, Chicago; William J. Reilly, Adam J. Young-Television, Chicago; J. Leonard Reinsch, WSB-TV Atlanta, Ga.; Marion E. Reuter, Young & Rubicam, Chicago; Robert B. Ridder, WTCN-TV Minneapolis; Ben F. Rogers Jr., Veterans Administration, Chicago; Lawrence H. Rogers II, WSAZ-TV Huntington W. Va.; Hal Rorke, J. Walter Thompson Co., Chicago; Lawrence Roslow, Pulse Inc., New York; T. L. Rowe, WLS Chicago; Wilson Rover, Eastman Kodak Co. Rochester, N. Y.; Jack Russell, Mutual Entertainment Agency, Chicago; Dolores Ryan, Lake Forest, Ill.

Robert H. Salk, The Katz Agency, Chicago; Frank P. Schreiber, WGN Chicago; Mrs. L. S. Schwartz, Advertising Council, Chicago; James W. Seiler, American Research Bureau, New York; E. Sherwood, Admiral Corp., Chicago; Larry Sherwood, The Calvin Co., Kansas City, Mo.; Lester J. Sholty, Maxon Inc., Chicago; I. E. Showerman, NBC, Chicago; Hernando Silva, U. S. Veterans Administration, Washington; Harry B. Smart, Blair TV Inc., Chicago; Floyd Smith, Campbell-Ewald Co., Chicago; Hal Smith, NBC, Chicago; H. A. Spanuth, Film Studios of Chicago, Chicago; Burt Squire, Broadcast Music Inc., Chicago; Hy M. Steed, WLAV Grand Rapids, Mich.; James L. Stirton, ABC, Chicago; J. S. Stolzoff, The Cramer-Krasselt Co., Milwaukee; Robert Stone, SESAC Inc., New York; Alexander Stronach, ABC, New York; Robert Swezey, WDSU New Orleans; A. D. Swanson, Ill. Bell Tel. Co., Chicago.

Mark Taber, Mason Warner Co., Chicago; G. R. Taylor, Spectrolux Tel. Corp., New York; James R. Taylor, Berman, Bettenbender & Taylor, Chicago; Muriel Teschan, Samet Adv. Co., Chicago; Herbert S. Thompson, Miles Labs., Elkhart, Ind.; Lois M. Thompson, Robert Meeker Assoc., Chicago; L. E. Tilden, Sherman & Marquette, Chicago; Carl W. Tillmanns Jr., C. E. Hooper Inc., Chicago; Russ Tolg, BBDO, Chicago; W. J. Tynan, Free & Peters, Chicago; Clifton Utley, NBC, Chicago; Evelyn R. Vanderploeg, Schwimmer & Scott, Chicago; F. Van Konynenburg, WTCN Minneapolis; Gerald A. Vernon, ABC, Chicago; Leonard A. Versluis, WLAV-TV Grand Rapids, Mich.

L. E. Waddington, Miles Labs, Elkhart, Ind.; I. J. Wagner, Chicago; Allen Wallace, Needham Louis & Brorby, Chicago; Tom Wallace, Ivan Hill Inc., Chicago; J. Gordon Wardell, Springfield, Mo.; Neal Weed, Weed & Co., Chicago; R. W. Welpott, General Elect. Co., Schenectady; Reinald Werrenrath, WNBQ Chicago; H. R. Williams, Stubbs-Montgomery Inc., Chicago; John Wrath, Headley Reed Co., Chicago; Beulah Zachary, NBC, Chicago; A. G. Zink, General Elect. Co., Schenectady.

WHAS-TV Joins CBS-TV

WHAS-TV Louisville, Ky., affiliates with CBS-TV network as a full primary affiliate effective March 20. This brings to 57 the number of CBS-TV affiliates. The station replaces WAVE-TV Louisville, a secondary affiliate.

CONNOLLY NAMED

Heads CBS-TV Program Sales

THOMAS D. CONNOLLY, manager of CBS radio program sales since July 1948, last week was appointed manager of CBS-TV program sales.

Mr. Connolly

Mr. Connolly joined CBS as a member of the sales promotion department in 1939 after long service in department store sales and advertising. In 1940 he became director of program promotion of the network. In February 1948, he became assistant manager of program sales and was elevated to the managership the next July. He is a graduate of Harvard U.

WJIM-TV PLANS

Equipment Tests Start

WJIM-TV Lansing, Mich., commenced equipment tests on Thursday (March 9), Harold F. Gross, president and general manager, announced last week.

Owned by WJIM Inc., the new outlet operates on Channel 6 (82-88 mc) with power of 2.5 kw aural, 5 kw visual.

TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS

ONE MINUTE FILM WITH VOICE

ONLY $150

WRITE, CALL OR SEE FILMACK 1331 SOUTH WABASH AVE. CHICAGO HA. 7-3395

RADIO-TV

Video Survey

Results Show Viewing Habits;

BY MARY WOOD

Mary Wood's Cincinnati Post Survey verifies and confirms PULSE — HOOPER — VIDEODEX that WCPO-TV is Cincinnati's No. 1 TV Station.

We quote from Mary Wood's column of February 24th:

Best Shows on WCPO-TV!

● **"two of top 3 shows are on WCPO-TV"**

Most Popular Station!

● **"WCPO-TV 1st — WLW-T 2nd — WKRC-TV 3rd"**

Enthusiastic TV City!

● **"Viewers look 2 hours in afternoon and 4 hours 20 minutes at night in Cincinnati"**

WCPO-TV Channel 7 Affiliated with the Cinti. Post Represented by the BRANHAM CO.

WCPO-TV CINCINNATI, OHIO

WEWS, Cleveland is another Scripps-Howard TV Station — 1st in the market.

Telestatus

Advertest Surveys Jan. Advertisers

(Report 102)

TELEVISION advertising in January dropped to 2,153 accounts from the 2,300 recorded in December 1949. The loss of advertisers was reflected in all three classifications—network, spot and local.

This is the first drop in total advertisers since the mid-summer slump of June-July.

Network advertisers dropped from 75 in December to 73 in January although the number of sponsored programs increased from 89 to 93. Spot accounts went from 427 to 393 and local business dropped from 1,800 to 1,687.

This information is based on the *Rorabaugh Report on Television Advertising* published by the N. C. Rorabaugh Co. December figures are from 89 reporting stations in 53 markets. January information is based on reports from 91 stations in 55 markets.

Network figures are obtained from the network's headquarters in New York and include all stations which were operating during the month. Spot and local figures are supplied by the stations. There were seven stations which did not report for the January 1-7 sample week. A like number were omitted from the December report.

ABC-TV lost two and gained two accounts between the months to retain its total of 15. Two accounts were added by CBS-TV to bring the January total to 33. DuMont, which had eight accounts in December, added one for a total of nine in January. One acount also was added by NBC-TV for a January total of 36.

In point of stations used and time purchased, Goodyear Tire and Rubber Co. was the biggest ABC-TV advertiser. The firm placed its *Paul Whiteman Goodyear Review* on 40 stations for a half hour Sunday night. Young & Rubicam is the agency. On CBS-TV, Crosley Div. of Avco Mfg. Co. backed *This Is Show Business* on 53 outlets. The half-hour, weekly show was placed through Benton & Bowles. In amount of time purchased, Westinghouse Electric Corp. was the big CBS-TV advertiser. Through McCann-Erickson, the firm placed *Studio One* on 41 stations for an hour Monday nights.

Allen B. DuMont Labs sponsored the *Morey Amsterdam Show* on 31 DuMont stations for a half-hour on Thursday night through Campbell-Ewald. In point of time purchased, Drug Store TV Productions backed *Cavalcade of Stars* for an hour Saturday night on 19 DuMont stations. S. B. Fisher is the agency. Sponsor using the largest number of NBC-TV stations was RCA Victor. The firm placed *Kukla, Fran & Ollie* on 56 stations for a half-hour on Monday and Friday nights through J. Walter Thompson. The edge in time purchase went to another advertiser of radio and TV sets, Philco Corp. This sponsor backed *Philco TV Playhouse* for an hour on Sunday night on 54 NBC-TV stations, according to Rorabaugh. Hutchins placed the business.

49 Agencies Buy

There were 49 agencies that bought network television time in January.

The largest spot account to be added in January, in point of stations used, was the Buick Motor Div. of General Motors Corp. The motor company placed business on 54 stations through Kudner Agency, New York. A special 10 day schedule for *Ladies Home Journal* was placed by Curtis Publishing Co. on 37 stations through BBDO, New York.

Dodge Division of Chrysler Corp., which had placed business on five stations in December, promoted its new cars heavily in January by increasing the schedule to 52 stations, according to Rorabaugh. Ruthrauff & Ryan handled the account. Another automotive advertiser, Chevrolet Division of General Motors, upped its spot schedule from one station in December to 26 in January through Campbell-Ewald, Detroit.

There were 283 agency offices which placed television spot accounts during January.

In the local field Los Angeles led all other cities with 17.3 different advertisers on its seven stations. In a poor second, Rorabaugh reports 75 advertisers on the Philadelphia stations and 66 in Columbus. One Columbus station did not report local business.

Of the stations reported by Rorabaugh for January, KFI-TV Los Angeles led in the local field with 74 advertisers. WTMJ-TV Milwaukee had 54 local accounts and WSPD-TV Toledo showed 53.

In terms of total number of accounts WTMJ-TV led the January report with 137. WBEN-TV Buffalo was second with 128.

There were more advertisers of food and food products using television during January than any other product classification. A total of 367 different firms used the medium on the network, spot and local level (see table).

* * *

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agricultural & Farming	...	3	3	6
2. Apparel, Footwear & Access.	5	12	99	116
3. Automotive, Automotive Equip. & Access.	10	17	243	270
4. Beer & Wine	4	92	15	111
5. Building Material, Equip. & Fixtures	...	...	54	54
6. Confectionary & Soft Drinks	6	35	34	75
7. Consumer Service	...	2	110	112
8. Construction & Contractors	...	...	12	12
9. Drugs & Remedies	3	8	10	21
10. Entertainment & Amusements	...	...	16	16
11. Food & Food Products	8	104	255	367
12. Gasoline, Lubricants & Other Fuels	4	6	17	27
13. Horticulture	...	...	10	10
14. Household Furnishings, Equip. & Supplies	4	26	247	277
15. Industrial Materials	...	1	3	4
16. Insurance, Banking & Real Estate	1	3	98	102
17. Jewerly, Optical Goods & Cameras	3	11	46	60
18. Office Equip., Stationery & Writing Supplies	...	4	11	15
19. Publishing & Media	2	3	23	28
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	7	7	215	229
21. Retail Stores & Shops	...	...	86	86
22. Smoking Materials	8	12	3	23
23. Soaps, Cleansers & Polishes	3	16	5	24
24. Sporting Goods & Toys	...	...	22	22
25. Toiletries	4	18	3	25
26. Transportation, Travel & Resorts	...	8	19	27
27. Miscellaneous	1	5	28	34
TOTAL	73	393	1,687	2,153

Weekly Television Summary

March 13, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,475	Dealers
Ames	WOI-TV	1,200	Dealers
Atlanta	WAGA-TV, WSB-TV	22,300	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	133,248	TV Cir. Comm.
Binghamton	WNBF-TV	10,320	Deal. & Dist.
Birmingham	WAFM-TV, WBRC-TV	11,000	Distributors
Bloomington	WTTV	4,000	Station
Boston	WBZ-TV, WNAC-TV	276,980	TV Comm.
Buffalo	WBEN-TV	68,185	Buff. Elec. Co.
Charlotte	WBTV	12,169	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	386,018	Elec. Assn.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	80,700	Distributors
Cleveland	WEWS, WNBK, WXEL	176,474	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	41,400	Distributors
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	43,790	Dist. & Deal.
Davenport	WOC-TV	8,325	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	35,800	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	181,000	Distributors
Erie	WICU	27,050	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	43,790	Dist. & Deal.
Grand Rapids	WLAV-TV	16,700	Set Registration
Greensboro	WFMY-TV	9,557	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	6,578	Distributors
Indianapolis	WFBM-TV	23,000	Dist. & Deal.
Jacksonville	WMBR-TV	7,800	Wholesalers
Johnstown	WJAC-TV	13,600	Distributors
Kalamazoo-Battle Creek	.....	8,046	Dealers
Kansas City	WDAF-TV	28,901	Elec. Assn.
Lancaster*	WGAL-TV	30,434	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	396,060	Rad. & Appl. Assn.
Louisville	WAVE-TV	23,086	CPA Audit
Memphis	WMCT	24,172	Distributors
Miami	WTVJ	20,000	Dealers
Milwaukee	WTMJ-TV	89,419	Distributors
Minn-St. Paul	KSTP-TV, WTCN-TV	68,800	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	16,641	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,015,000	Stations
Newark	WATV	Incl. in N. Y.	Estimate
Norfolk	.....	4,192	Distributors
Oklahoma City	WKY-TV	18,421	Distributors
Omaha	WOW-TV, KMTV	17,720	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	405,000	Elec. Assn.
Phoenix	KPHO-TV	4,500	Distributors
Pittsburgh	WDTV	71,000	Dist. & RMA
Portland, Ore.	.....	828	Dealers
Providence	WJAR-TV	34,125	Dealers
Richmond	WTVR	23,581	Distributors
Rochester	WHAM-TV	25,586	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,500	Dealers
San Antonio	KEYL, WOAI-TV	10,900	Distributors
San Diego	KFMB-TV	23,160	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	38,517	TV Sta. Comm.
Schenectady	WRGB	62,500	Distributors
Seattle	KING-TV	21,800	Distributors
St. Louis	KSD-TV	100,100	Union Elec. Co.
Syracuse	WHEN, WSYR-TV	28,479	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	16,400	Dist. & Deal.
Utica-Rome	WKTV	9,300	Deal., Dist.
Washington	WMAL-TV, WNBW, WOIC, WTTG	109,360	TV Circ. Comm.
Wilmington	WDEL-TV	30,322	Dealers
Total Markets on Air 59	Stations on Air 101		Sets in Use 4,305,619

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

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March 3 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Walker)

KPAB and Mark Perkins, Laredo, Tex.—Granted petition of Laredo Bcstg. Co. and Mark Perkins for continuance of hearing scheduled for March 6 to March 21 at Laredo, in matter of revocation of license of KPAB.

(By Commissioner Hennock)

KMA Shenandoah, Ia.—Granted extension of time to March 30 to file exceptions to initial decision in matter of application of KIOA Des Moines.

(By Examiner James D. Cunningham)

KCIL Houma, La.—Granted petition for extension of time to March 31 within which all parties to the proceeding may submit proposed findings in re application of KCIL and Delta Bcstrs. Inc.

(By Commissioner Sterling)

FCC General Counsel—Granted extension of time to March 20 to file exceptions to initial decision in re KWTO Springfield, Mo.

FCC Correction

KFRD Roseberg, Tex.—Action announced March 1 should read: Granted petition to amend application to specify 1 kw daytime only, to delete all reference to nighttime operation and make other minor changes; accepted amendment and removed application from hearing docket.

March 6 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

KJAN Bcstg. Co., Baton Rouge, La.—CP new AM station 910 kc 1 kw D AMENDED to request 910 kc 5 kw unl. DA-2.

AM—1540 kc

Chesapeake Bcstg. Co., Bradbury Heights, Md.—CP new AM station 890 kc 5 kw D AMENDED to request 1540 kc 1 kw D.

AM—1230 kc

WKLK Cloquet, Minn.—CP AM station to change from 1450 kc to 1230 kc.

AM—1240 kc

WNOW York, Pa.—CP AM station to change from 1250 kc 1 kw D to 1250 kc 1 kw-D, 1240 kc 250 w-N.

Modification of CP

WNCA Aiken, S. C.—Mod. CP new AM station for extension of completion date.

KPMN Pullman, Wash.—Mod. CP new AM station for extension of commencement date.

License Renewal

Request for license renewal AM station: KTKN Ketchikan, Alaska; KCKY Coolidge, Ariz.; KFSG Los Angeles; KUX Oakland, Calif.; KVEC San Luis Obispo; KHBC Hilo, Hawaii; KFKU Lawrence, Kan.; WCHS Scarboro, Me.; WCOP Boston, Mass.; WBCK Battle Creek, Mich.; WSKB McComb, Miss.; KNEB Scottsbluff, Neb.; WEAV Plattsburg, N. Y.; WIPR Santurce, P. R.; KRRV Sherman, Tex.; KJR Seattle, Wash.

Modification of CP

Mod. CP new FM station for extension of completion date: KFLW-FM Klamath Falls, Ore.; WGNR New Rochelle, N. Y.; KSLH St. Louis, Mo.

WNOW-FM York, Pa.—Mod. CP FM station to change ERP to 12.8 kw.

WHAS-TV Louisville, Ky.—Mod. CP commercial TV station to change from 9.6 kw vis., 7.2 kw aur. to 55.5 kw vis. 27.75 kw aur.

KDYL-TV Salt Lake City, Utah—Mod. CP new commercial TV station for extension of completion date.

License for CP

WDAF-TV Kansas City, Mo.—License for CP new commercial TV station and indicate studio location as 3030 Summit St., Kansas City.

TENDERED FOR FILING

AM—1400 kc

KUNO Corpus Christi, Tex.—Mod. CP to change from 1400 kc 100 w unl. to 1400 kc 250 w unl.

SSA—1030 kc

KWBU Corpus Christi, Tex.—Request for extension SSA on 1030 kc 50 kw from local sunrise at Boston to local sunset Corpus Christi for period not to exceed 12 mos. from March 15.

March 7 Decisions . . .

BY COMMISSION EN BANC

Extension Granted

WSM-TV Nashville, Tenn.—New commercial TV station granted extension of completion date to 9-1-50.

Hearing Designated

Tri-State Bcstg. Co., Summerville, Ga.—Designated for hearing application for new station on 910 kc 1 kw D only to be heard with application of Tri-Cities Bcstg. Co. to change facilities of WJIG Tullahoma, Tenn. from 740 kc 250 w-D to 910 kc 250 w D 100 w-N and change geographic coordinates, hearing to be in Washington, D. C.

Request Granted

WWOK Cooperative Radio Co., Flint, Mich.—Granted request to continue to remain silent to March 25, 1950, at which time if station is not ready to resume operation it will be deemed to have abandoned its license. Station has been silent since Dec. 24, 1949, pending sale negotiations.

Hearing Designated

WWNR Beckley, W. Va.—Designated for hearing, at Washington application to change facilities from 1450 kc 250 w unl. to 620 kc 1 kw unl. and made WROL Knoxville, WLBZ Bangor, Me., and WTMJ Milwaukee parties to proceeding.

KXLA Pasadena, Calif.—Designated for hearing, at Washington application to change DA pattern for day use, change trans. location (geographical coordinates only) and remove license cond. imposed by Commission (1110 kc 10 kw DA-2) afforded KXLA opportunity to show cause why license should not be modified to reduce power to protect KFAB Omaha, and made latter party to proceeding.

KNEB Scottsbluff, Neb.—Designated for hearing at Washington application for CP to change facilities from 970 kc 1 kw D to 960 kc 500 w-N 1 kw-D with DA and made KMA Shenandoah, Ia; KGWA Enid, Okla., and KFEL Denver, Col., parties to proceeding.

KTOW Oklahoma City, Okla.—Designated for hearing at Washington application for CP to change facilities from 800 kc 250 w D to 590 kc 1 kw unl., install new trans. change trans. location and install DA-2, and made WOW Omaha, Neb., and WBAP Fort Worth, Tex. parties to proceeding.

Advise Commission

Syndicate Theatres Inc., Columbus, Ind.—By letter requested applicant to advise Commission within 30 days which application for new standard station at Columbus it desires to prosecute—one bearing file no. BP-4179 seeking 1130 kc 500 w D or one tendered Jan. 20, 1950 seeking 1010 kc 1 kw, D.

Condition Removed

WHKK Akron, Ohio—On request removed condition in CP and license to read: "The authority herein is granted subject to cond. that on notice from Commission permittee/licensee shall take appropriate steps immediately through mod. of ant. or reduction in power so as to reduce interference to CBN Newfoundland, to a value not in excess of that caused by WHKC Columbus, with power of 500 w employing non-directional ant."

Extension Denied

WFNS Burlington, N. C.—Denied application for extension of completion date for CP which authorized change in hours of operation and install DA-N operation; advised applicant that if it desires hearing, request should be made within 20 days.

WKAT Miami Beach, Fla.—Denied application for extension of completion date for CP which authorized new vertical standard broadcast ant. for station WKAT, and install combined TV-FM ant. advised applicant that, if it desires hearing, request should be made within 20 days.

CP Granted to Replace CP

Louisiana Bcstg. Co., New Orleans, La.—Granted CP to replace CP which authorized new AM station on 1540 kc 25 kw-N 50 kw-D DA-2; eng. cond.

Hearing Designated

KPLW Floydada, Tex. and Tul'e Bcstg. Co., Tulia, Tex.—Designated for consolidated hearing at Washington, application KPLW for mod. CP which authorized new station on 1570 kc 250 w D at Plainview, Tex. to change to 900 kc and move to Floydada, and application of Tul'e Bcstg. Co. for CP for new station at Tulia, Tex. on 900 kc 250 w D.

KPRS Olathe, Kan. and KRES St. Joseph, Mo.—Designated for consolidated hearing application of KPRS to change from 1590 kc 500 w day to 1550 kc 1 kw D and application of KRES to change from 1230 kc 250 w unl. to 1550 kc 5 kw unl. DA-N. It was further ordered that, if, as a result of consolidated proceeding, it appears that, were it not for issues pending in hearings regarding Clear Channels and Daytime Skywave Transmissions and Commission's policy pertaining thereto of Aug. 9, 1946 and May 9, 1947, public interest would be best served by grant of application of Johnson County Bcstg. Co. Inc., then said application shall be returned to pending file until after conclusion of said hearings, at which time it will be considered in connection with any other pending applications with which it may then be in conflict.

Alvin E. O'Konski, Menominee, Mich. and Door County Radio Co., Sturgeon Bay, Wis.—Designated for consolidated hearing at Washington mutually exclusive applications for each to construct new station on 1490 kc 250 w unl.; WOSH Oshkosh, Wis., was made party to proceeding.

WTVL Waterville, Me. and WGUY Bangor, Me.—Designated for consolidated hearing at Washington application of WTVL to change frequency from 1490 kc to 1230 kc and WGUY to change from 1450 kc to 1230 kc.

Petition Granted

Central Ohio Bcstg. Co., Galion, Ohio—Waived Sec. 1.389 of rules and granted joint petition by WIND WJLS WCPM WKRC and WKBN to enlarge issues by amending hearing order of Oct. 21, 1949 to include determination of financial qualifications of applicant to construct new station on 560 kc 1 kw D.

Issues Enlarged

WDZ Decatur, Ill.—On motion of American Bcstg. Station Inc., licensee of WMT Cedar Rapids, Ia., enlarged issues in hearing on application of WDZ for mod. CP to include issue to determine overlap, if any, which will exist between service areas of WDZ as proposed at Decatur and of WMBD Peoria, and whether such overlap, if any, violates Sec. 3.35 of Commission rules.

Petition Denied

KGMI Denver, Col.—Denied petition for reconsideration and grant without hearing of extension of completion date to construct station KGMI now in hearing.

BY THE SECRETARY

WTJH East Point, Ga.—Granted request for voluntary assignment of license from individual licensee James S. Rivers to partnership, Radio Station WTJH; transferor will own 90% interest and his wife Doris R. Rivers will own 10% interest. No monetary consideration.

Radio Electronic Television School—FM Division, Detroit—Granted CP for reinstatement of CP which authorized new experimental TV station KQ2XBB.

Paramount Television Productions Inc., Los Angeles—Granted CP for new remote pickups KA-5966-7. Subject to condition it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantee in light of Supreme Court's decision in United States v. Paramount Pictures Inc. et al. 334 U. S. 131.

WHCU-FM Ithaca, N. Y.—Granted CP to use aux. trans.

Durham Radio Corp., Durham, N. C.—Granted CP and license for new STL KIB-70.

Following granted mod. CPs for extension of completion dates as shown: WCPO-TV Cincinnati, to 5-9-50; WBRC-TV Birmingham, Ala. to 10-1-50; WSYR-TV Syracuse, N. Y. to 9-12-50; WBTV Charlotte, N. C. to 9-30-50; WRFD-FM Worthington, Ohio to 6-7-50; KRIC-FM Beaumont, Tex. to 9-6-50; KFVS-FM Cape Girardeau, Mo. to 9-25-50; WHO-FM Des Moines, Ia. to 9-1-50.

KRCO Prineville, Ore.—Granted license for new AM station; 690 kc 1 kw D.

KJAY Topeka, Kan.—Granted license for new AM station and specify studio location; 1440 kc 5 kw-D 1 kw-N DA.

KWBG Boone, Ia.—Granted license for new AM station; 1590 kc 1 kw D.

WMVA-FM Martinsville, Va.—Granted license new FM station, Chan. 242; (96.3 mc) 2.7 kw, 380 ft.

E. E. Krebsbach, Sidney, Mont.—Granted license for new remote pickup KA-4546.

Frank E. Hurt & Son, Inc., Nampa, Idaho—Granted license for new remote pickup KA-3199.

United Bcstg. Co., Akron, Ohio—Granted licenses for new remote pickups KA-5411-2-3-4.

Triangle Publications Inc., Philadelphia—Granted license new experimental TV relay KA-5035.

WHAS, Inc., Louisville, Ky.—Granted license for changes in existing remote pickup KIB-367.

Following granted CPs and licenses for new remote pickups: KA-3889 Ogden, Utah; KGA-897 Philadelphia; KA-2026 Philadelphia; KA-3499 Twin Falls, Ida; KA-3157 San Francisco;

(Continued on page 60)

ACTIONS OF THE FCC

MARCH 3 to MARCH 10

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

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FCC Actions

(Continued from page 59)

Decisions Cont.:

KMA-765 San Francisco; KA-3888 Ogden Utah; KA-3885 Cedar Rapids, Ia.

Following granted mod. CPs for extension of completion dates as shown: WVOK Birmingham, Ala. to 9-20-50 (cond.) WHO Des Moines, to 7-1-50 (cond.); WJHL-FM Johnson City, Tenn. to 9-1-50; WLAN-FM Lancaster, Pa. to 10-13-50; WXRC (FM) Buffalo, N. Y. to 9-2-50; WSLB-FM Ogdensburg, N. Y. to 9-19-50.

WELD Columbus, Ohio—Granted license covering use of aux. trans.

WHAK Rogers City, Mich.—Granted license new AM station; 960 kc, 1 kw D.

WLEW Bax Axe, Mich.—Granted license new AM station; 1540 kc 250 w D.

WHBY Appleton, Wis.—Granted license install new trans.

WBLT Bedford, Va.—Granted license for new AM station; 1490 kc 250 w unl.

KSMA Santa Maria, Calif.—Granted license covering change in frequency, install new trans. and change trans. location.

KVMV Twin Falls, Ida.—Granted mod. license to change main studio location.

WTVN Columbus, Ohio — Granted mod. CP to change trans.

WNBQ Chicago, Ill.—Granted mod. CP for extension of completion date to 4-20-50. Subject to express cond. it is without prejudice to any action Comm. may take with respect to any pending applications for renewal of license of stations licensed to grantee.

Granted following remote pickup renewals on regular basis to Nov. 1, 1952: KA-4979 area Seattle, Wash.; KA-3089 KA-3090 area Charleston, W. Va.; KA-4739 area Portsmouth, N. H.; KIB-367 Louisville, Ky.

Following remote pickup renewals granted on regular basis to Nov. 1, 1952, subject to change in frequency which may result from proceedings in Docket 6651: KA-4980, KA-4981 area Columbus, Ohio; KA-4978 area Northwest Washington State; KA-3088 area Charleston, W. Va.; KA-4619, KIB-276 area Louisville, Ky.

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Granted following STL renewal on regular basis to March 1, 1951: Unity Bcstg. Corp. of Tenn. KIA-96 Chattanooga, Tenn.

WHOS Decatur, Ala.—Granted mod. license change studio location.

WLTC Gastonia, N. C.—Granted request for involuntary acquisition of control of Gastonia Bcstg. Service Inc., licensee corp. from Mrs. Jessie Mai Petty Snyder, deceased, to James B. Petty.

WPEP Taunton, Mass.—Granted request for relinquishment of control of permittee corp. through issuance of 10 shares of common stock to J. Marshall McGregor and Marguerite H. T. McGregor. Stock cancels debt of $250 owed by Silver City Bcstg. Corp. to McGregors.

WCTA Andalusia, Ala.—Granted CP to mount FM ant. on AM tower.

WVMI Biloxi, Miss.—Granted mod. CP to change type trans. and specify studio location.

WSMF Dade City, Fla.—Granted mod. CP for approval ant., trans. and studio locations, and change type trans.

Following granted mod. CPs for extension of completion dates as shown: WCON Atlanta, Ga. to 9-21-50; WTIM Taylorville, Ill. to 4-15-50; KYUM Yuma, Ariz. to 6-15-50; WGSV Guntersville, Ala., to 9-7-50; KGEM Boise, Ida. to 8-31-50; WFTL Fort Lauderdale, Fla. to 7-11-50.

Radio Station WRRZ Inc., Clinton, N. C.—Granted license new remote pickup KA-5249.

Blue Ridge Bcstg. Co., Gainesville, Ga.—Granted license new remote pickup KA-3948.

Larus & Brother Co. Inc., Richmond, Va.—Granted mod. license to change frequencies from 31.62, 35.26, 37.34, 39.62 mc to 26.16, 26.25, 26.35 mc, and power from 30 w to 25 w KIB-694.

Central Bcstg. Co., San Marcos, Tex.—Granted request for reinstatement of CP and mod. thereof to make changes in trans. equipment (new CP specifies completion date of 6 mo. from date of grant) KA-2025.

Lamar A. Newcomb, Falls Church, Va.—Granted CP and license for new remote pickup KA-5886.

Colorado Bcstg. Co. Inc., Pueblo, Col.—Granted CPs and licenses new remote pickups KA-5844, KA-2066, KA-2067, KA-2068.

The Mid-Western Radio Corp., Greeley, Col.—Granted CP and license for new remote pickup KA-3425.

Star Bcstg. Co., Pueblo, Col.—Granted CP for new remote pickup KA-3887.

Truett Kimzey, Greenville, Tex.—Granted CPs and licenses for new remote pickups KKC-584, KA-2440.

Bogalusa Bcstg. Co., Bogalusa, La.—Granted CP for new remote pickup KA-5888.

WEBR Inc., Buffalo, N. Y.—Granted CP and license for new remote pickup KA-5885 (mobile).

WPTF Radio Co., Raleigh, N. C.—Granted CP new remote pickup KA-3913 (mobile).

Tacoma School District #10, Area Tacoma, Wash.—Granted CP for new remote pickup KA-5887 (mobile).

College of the Pacific, Area of Stockton, Calif.—Granted CP to make change in type of trans. of remote pickup KA-2879.

WCHV Charlottesville, Va.—Granted CP to move aux. trans. to present location of main trans. to be operated on 250 w employing presently licensed main ant.

KLIZ Brainerd, Minn.—Granted CP to install new trans.

WLOW Commonwealth Bcstg. Corp., Portsmouth, Va.—Granted mod. CP to change trans. location and change studio location.

KCHI Chillicothe, Mo.—Granted mod. CP for approval of ant., trans. and studio locations.

WBIB New Haven, Conn.—Granted mod. CP for extension of completion date to 9-30-50.

WPAR-FM Parkersburg, W. Va.—Same.

March 7 Applications . . .

ACCEPTED FOR FILING

Modification of License

KWKW Pasadena, Calif.—Mod. license to change name from KAGH Inc. to Southern Calif. Bcstg. Corp. (1330 kc).

AM—1490 kc

WIHL Hammond, La.—CP AM station to change from 730 kc 250 w D to 1490 kc 250 w unl.

AM—550 kc

WPAB Ponce, P. R.—CP AM station to change from 1370 kc 5 kw unl. to 550 kc 5 kw-D 1 kw-N.

AM—980 kc

KFRD Rosenberg, Tex.—CP AM station to change from 980 kc 500 w D to 980 kc 1 kw-D 100 w-N AMENDED to request 980 kc 1 kw unl. and change name to Fort Bend Bcstg. Co. instead of Julius E. Junker, trustee for Fort Bend Bcstg. Co.

License Renewal

Request for license renewal AM station: WJRD Tuscaloosa, Ala.; KXOC Chico, Calif.; KFEL Denver, Col.; WDAE Tampa, Fla.; KDSH Boise, Ida.; KROF Abbeville; WABI Bangor, Me.; WFMD Frederick, Md.; WBOC Salisbury, Md.; KWAD Wadena, Minn.; WSLI Jackson, Miss.; WMTR Morristown, N. J.; WFNS Burlington, N. C.; WRRF Washington, N. C.; WONE Dayton, Ohio; WEOL Elyria, Ohio; KOIN Portland, Ore.; WCMB Lemoyne, Pa.; WSBA York, Pa.; WJHL Johnson City, Tenn.; WTAW College Station, Tex.; KPRC Houston, Tex.; KRIO McAllen, Tex.; KPAC Port Arthur, Tex.; KTMS Santa Barbara, Calif.; WNBD Daytona Beach, Fla.

March 8 Decisions . . .

ACTION ON MOTIONS

(By Commissioner Sterling)

FCC General Counsel—Granted extension to March 20 to file exceptions to initial decision issued in proceeding re application WDIA Memphis, Tenn.

FCC General Counsel—Granted extension to March 20 to file exceptions to initial decision issued in proceeding re application of Carolina-Piedmont Bcstrs. Inc., Lincolnton, N. C.

FCC General Counsel—Granted extension to March 13 to file exceptions to initial decision issued in proceeding re application of Enid Bcstg. Co., Enid, Okla. and Leader Pub. Co., Guthrie, Okla.

Henderson County Bcstg. Co., Athens, Tex.—Granted indefinite continuance of hearing presently scheduled for March 3 at Washington, D. C. in proceeding re application.

(By Examiner Jack P. Blume)

Radio Reading, Reading, Pa.—Granted in part petition requesting hearing re application now scheduled to be held on March 9 be continued without date; hearing continued to May 22 at Washington, D. C.

KTBS Tyler, Tex.—Granted leave to amend application so as to change location of trans. site and reduce daytime power from 1 kw to 500 w; amendment accepted.

(By Examiner Fanney Litvin)

FCC General Counsel—Granted extension of time to March 20 to file proposed findings in matter of application of WCTT Corbin, Ky.

(By Examiner J. D. Cunningham)

WJIG Tullahoma, Tenn.—Upon Commission's own motion hearing on application is continued from March 10 to April 11.

March 8 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: WLOF Orlando, Fla.; WKLY Hartwell, Ga.; WTAD Quincy, Ill.; WAVE Louisville, Ky.; WRCS Ahoskie, N. C.; WBBB Burlington, N. C.; WCAE Pittsburgh, Pa.; WSPA Spartanburg, S. C.; WAPO Chattanooga, Tenn.

Modification of CP

KRKO Everett, Wash.—Mod. CP AM station to increase power, change frequency etc. for extension of completion date.

KGDM-FM Stockton, Calif.—Mod. CP FM station to change ERP to 1.325 kw, ant. to 298 ft.

License Renewal

WHLI-FM Hempstead, N. Y.—Request for license renewal FM station.

Modification of CP

WCBS New York—Mod. CP commercial TV station to change power for extension of completion date.

TV—82-88 mc

WREC Bcstg. Co., Memphis, Tenn.—Application for new commercial TV station AMENDED to request Channel 6 (82-88 mc).

TENDERED FOR FILING

AM-1330 kc

WJPR Greenville, Miss.—CP AM station to change from 1340 kc 250 w unl. to 1330 kc 1 kw-D 500 w-N DA-N

(Continued on page 75)

WAKR UPHELD

Disc Jockey Held To Contract

ALAN FREED, former WAKR Akron, Ohio, disc jockey, has been ordered by Summit County Common Pleas Court not to broadcast in the Akron area.

Judge B. J. Roetzel, handing down a decision in favor of WAKR Akron, granted the station's plea to prevent Mr. Freed from broadcasting over any station within 75 miles of Akron. This follows terms of a contract between Mr. Freed and the station and covers a one-year period.

Mr. Freed left WAKR Feb. 11. Three days later, it was testified, he started a disc show over WADC Akron, as an employe of a local advertising agency. After the first broadcast the court granted WAKR a temporary injunction and made it permanent Feb. 28.

Mr. Freed declared he would appeal the ruling.

The WAKR-Freed contract, dated Feb. 11, 1948 and expiring Feb. 11, 1950, included this provision:

It is further understood and agreed by the parties hereto that the employe (Alan Freed) will not accept employment directly or indirectly from any other radio station in Akron or within a radius of 75 miles of Akron, nor will employe directly or indirectly broadcast over or through any other radio station in Akron or within a radius of 75 miles of Akron, for a period of one year from the date of the termination of his said employment, whether said employment terminates or is cancelled pursuant to the terms of this contract during or at the end of the first, or during or at the end of the second year covered by this contract.

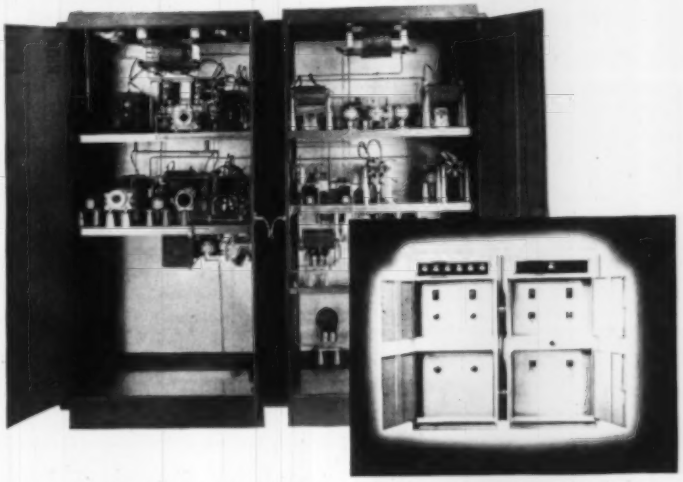
It is the intention of the parties hereto that since the employer has expended large sums of money in training, directing, and publicizing employe in order to increase his popularity among the listening audience, that the parties hereto agree that the employer is entitled to protection following and subsequent to the period of employment of the employe by this employer, and to that end the employe agrees to the restrictions provided for in this paragraph. The protection referred to herein is to the end that other radio stations in Akron or within a radius of 75 miles of Akron shall not have the right nor be entitled to capitalize upon any popularity or following acquired by the employe while in the employment of the employer.

1950 **March 13** 1950

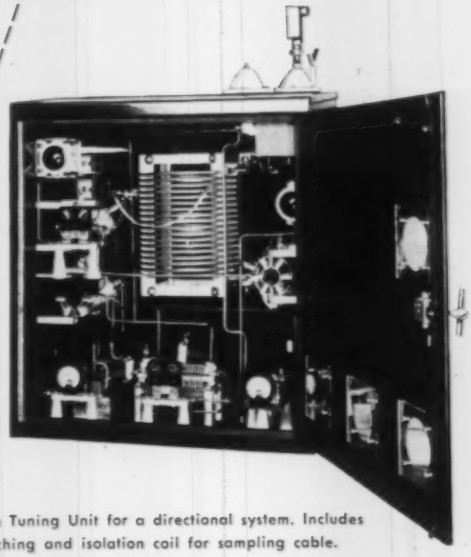
Call Frazier & Peter re: Reducing Our Operating Losses

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

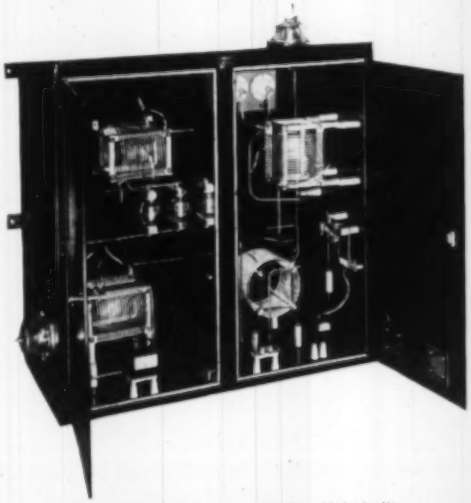
USED BY EFFICIENCY-CONSCIOUS BROADCASTERS ...THROUGHOUT THE WORLD!



Phasing Unit for 6 tower directional antenna system.



Special Antenna Tuning Unit for a directional system. Includes pattern switching and isolation coil for sampling cable.



Special 50KW Antenna Tuning Unit built for a South American station.

ANDREW phasing and tuning equipment has a long record of complete dependability and economy!

Whether your installation requires a single tower or a nine-tower directional array it will pay you, too, to specify ANDREW Equipment.

ANDREW

Andrew CORPORATION

363 EAST 75th STREET · CHICAGO 19

World's Largest Antenna Equipment Specialists

TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES

Management

JONES EVANS appointed general manager of WHWL Nanticoke, Pa., succeeding **MILTON LAUGHLIN**, resigned. Mr. Evans entered radio in 1927 at WBRE Wilkes-Barre, Pa., later moving to WBAX same city as commercial manager. For past three years he has freelanced. Mr. Laughlin moves to WAEB Allentown, Pa.

HUGH M. SMITH, formerly manager of WGWC Selma, Ala., and before that general manager and part owner of WLAU Laurel, Miss., appointed general manager of Covington Stations, WCOV - AM - FM Montgomery, and WGWC Selma, Ala.

Mr. Smith

DAVID H. BROWN, previously partner in legal firm representing WOR New York, and MBS, opens his own law office for general practice at 70 Pine St., New York. He will give special attention to radio and related matters.

ELMER J. and **JOHN G. BUCKNUM**, owners, assume active management of KBUC Corona, Calif., following resignation of **JOHN PIERSON**, station manager. **MARY BUCKNUM** is commercial manager.

EARL H. GAMMONS, CBS Washington vice president, is confined to his apartment at the Wardman Park Hotel with a mild case of virus pneumonia.

JOHN J. A. MICHEL, recently retired U. S. Navy lieutenant commander, appointed supervisor of Employe Services Section of NBC. He succeeds **DONALD BOGART**, resigned.

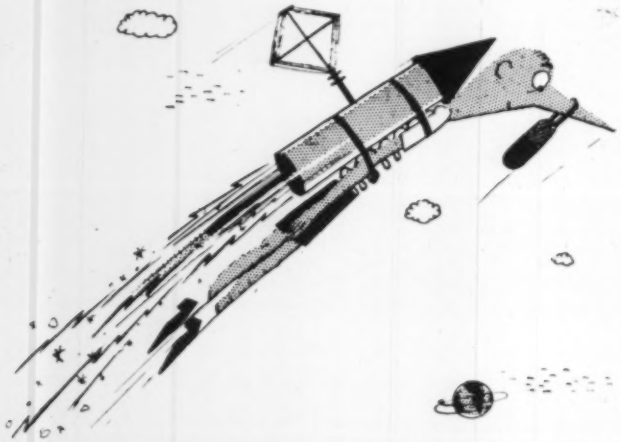
EUGENE P. WEIL, supervisor of sales for WGY, WRGB (TV) and WGFM (FM) Schenectady, N. Y., is winner of Toastmasters International contest, held in Schenectady. **H. H. SOLOMON**, also of the same stations, placed third in contest.

HARRY SEDGEWICK, president of CFRB Toronto, and director of Canadian Assn. of Broadcasters, is in England negotiating with British advertisers to use radio in Canada to promote their export sales.

JOHN H. POOLE, owner of KSMA-KRJM-FM Santa Maria, Calif., and KALI Pasadena, is the father of a boy, John Jr.

SKYWRITER...

DULUTH, MINN.—"Had to get way up here with my rearockejet to read the zooming Retail Food Sales figures for the Duluth-Superior Market," gasps Otto Mattick. "And to add a note about KDAL helping them get this high." Otto's right on both counts. Food sales are higher here. This is now America's 51st Food Market. And KDAL has helped attain this position. Ask our food accounts. They'll tell you how we dominate the audience in the nation's 51st Food Market. And how we've zoomed sales for them. We can do it for you, too.



Now is the time to put KDAL on the list for your next food campaign. Avery-Knodel will be glad to give you availabilities.

BUYING POWER

Johnson Cites Rise In 1950

EACH "listener that U. S. advertising reaches in 1950 will have on the average 39% more purchasing power than in the 'good' pre-war year 1940."

That was the statement made by Arno H. Johnson, vice president and director of media and research, J. Walter Thompson Co., as he summed up facts on the existing economy for the Advertising Club of Washington at a luncheon last Tuesday.

Pointing out that this means "real" purchasing power, after full correction for both higher taxes and higher prices, the agency executive cited as one important factor the impending maturity of U. S. Savings Bonds—bond maturity begins this year at the rate of $1 billion and increases steadily for three years to a peak of over $8 billion, then levels off to an average yearly redemption of over $5 billion.

Saying that many business men underestimated buying power during 1949, he cited as an example cut-backs on television set production by manufacturers and on their inventories by retailers. Before the end of 1949 television sets were in such great demand that one major New York retailer suspended advertising because he didn't like to encourage buying when sets couldn't be delivered, Mr. Johnson said.

Giving a quick run-down of the facts, Mr. Johnson said:

- Total real consumer purchasing power can be 6% above 1949 (which would be 60% over 1940).
- In 1950 real purchasing power per capita can be 3½% above 1949 (which would be 39% increase over 1940).
- In 1950 surplus income over basic living standards can be 6% over 1949 (or four times as large as 1940).
- In 1950 markets for "goods and services" can be $10 billion greater than 1949.
- Consumer debt is unusually low in relation to disposable income or individual savings.
- Consumer holdings of liquid assets are 3½ times 1940, with double the purchasing power.

Mr. Johnson pointed out that "we need a recognition of the opportunities that exist for increased markets." The delicate balance between recession and prosperity can be kept safely on the side of prosperity in 1950, he said.

OKLAHOMA MEET

Coy Scheduled To Speak

FCC CHAIRMAN WAYNE COY is scheduled to give the principal address at tomorrow night's (March 14) closing session of the fifth annual U. of Oklahoma radio conference which opened Sunday in Norman. Richard P. Doherty, director of NAB's Employe-Employer Relations Dept., is set to address tonight's meeting. His subject will be "Economic Trends and the Broadcasting Business."

Theme of the Oklahoma meet is "Great Expectations," according to Dr. Sherman P. Lawton, conference chairman and coordinator of radio instruction at Oklahoma. In attendance are station managers and personnel, advertising agents and radio students from the southwest.

Sessions are scheduled on sales and market problems, news television, FM and problems of getting started in the industry. Opening day of the conference was largely devoted to demonstration broadcasts by students from southwestern colleges and universities. Meetings are being held at the extension study center on the north campus and in the radio instruction laboratories on the main campus.

FIFTH Annual National Gagwriters Convention will be held in New York March 31. The National Laugh Foundation will present its seven "Comedy World Awards" during convention.

HOWARD CHAPIN

Aids McCloy in Germany

HOWARD M. CHAPIN, advertising director of General Foods, is slated to return to the United States in about two weeks to complete a special 45-day assignment as a consultant to U. S. High Commissioner for Germany John J. McCloy, the State Dept. said last week.

Mr. Chapin's activities centered at Frankfort where he has been advising Commissioner McCloy. The State Dept. said Mr. McCloy, who also acts as ECA administrator for Germany, requested Mr. Chapin's aid. Comr. McCloy, the State Dept. added, is authorized to make requests for consultants from time to time.

RUSH

Preparing copy —auditioning dry runs for TV—split second timing—all along the line it's RUSH RUSH RUSH

Build up energy push and go for the RUSH with KEVETTS the candy like tablet that as a food supplement supplies energy to help put *you* over the top.

At your food dealer or drug store

or write to

Kevo and Kevetts E-2
Azusa, California

Respects

(Continued from page 34)

work is appalling, rejected parental offers to stake him to a legal education. He took a fulltime job as a draftsman with the New York City Board of Transportation to pay his way in Fordham Law School at night.

Despite the fact he was working at a fulltime job, he finished law school in par—three years. That was 1928. He had a degree in naval architecture, a bachelor's degree in law, and a furious desire to marry a girl he had met four years before at a Webb school dance. But he still felt uneducated and too impoverished to wed.

He took a job with a New York law firm, Hunt, Hill & Betts, and transferred to New York U. Law School to take his Master of Laws degree, again confining his academics to the night.

Today Mr. McDonald's recollection of the period of his Fordham and New York U. legal studies is featured by a feeling of vast relief that it is over.

"I still feel naked whenever I find myself on the Third Ave. El without a stack of law books," he said recently. The Third Ave. El was his transportation between work and law school.

He obtained his master's degree in one year and continued with Hunt, Hill & Betts until Jan. 1, 1932.

Joined NBC in 1932

Until a friend, who had joined the NBC legal department, pointed out the wonders of radio, Mr. McDonald was still bent on a career of admiralty law. He scuttled that notion when, on Jan. 1, 1932, he accepted a position as staff attorney at NBC.

Meanwhile, believing that his mind was trained enough to keep him from starving, Mr. McDonald married Louise Cruger Muth, the girl he had met at the Webb dance in 1924.

It is a testimonial to his talents for conciliation that one of Mr. McDonald's good friends today is the fellow student who was the date of Miss Muth at the dance and who incautiously introduced her to Mr. McDonald.

The McDonalds now have three children, Joseph F., 13, Louise, 10, and Ruth, 6. They live in suburban Pelham, N. Y.

After Mr. McDonald had served on the New York legal staff of NBC for five years, he was transferred to the network's Central Division in Chicago as attorney. It was during his service there that he first became involved in labor negotiations. This was the period in which AFRA was organizing in Chicago, and Mr. McDonald was influential in the broadcasters' negotiations with the talent union.

When he was reassigned to the network's New York headquarters as assistant general counsel in 1943, he was counted at least a fledgling expert in labor matters. Accordingly, he found himself handling NBC's interests in the then raging jurisdictional dispute between the AFM and NABET over representation of turntable operators.

In February 1945 he joined ABC as general attorney. He was appointed secretary of the corporation soon afterward and was elected a vice president Nov. 15, 1946.

Mr. McDonald is a member of the New York and Illinois bars, a member of the Copyright Committee of the Bar Assn. of the City of New York, the Communications Committee of the American Bar Assn., the Communications Committee of the New York County Lawyers, the FCC Bar Assn., the Illinois and Chicago Bar Assns., and the Employer-Employe Relations Committee, the Legislative Committee and the Music Advisory Committee of the NAB.

BMI Director

He is a director of Broadcast Music Inc. and of Television Broadcasters Assn. He belongs to the Pelham Country Club and is president of the Webb Institute Alumni Assn.

He is one of the few high executives in radio who regularly keep office hours on Saturdays. What with his ABC responsibilities and industry-wide activities, he has little time for recreation.

One avocational hope entertained by him and Mrs. McDonald is the acquisition of a boat. They owned a sloop when they were first married but sold it when he was transferred to Chicago. They are at the stage now of shopping for another. Meanwhile, Mr. McDonald's principal recreation is bowling.

KRKD Los Angeles has received special award from Greater Los Angeles Chapter, National Safety Council for its recent weekly program on home safety.

McANDREW NAMED

Heads Radio Correspondents

WILLIAM R. McANDREW, general manager of NBC's WRC and WNBW (TV) Washington, was elected president of the Radio Correspondents' Assn. at a meeting in Washington last Tuesday. Mr. McAndrew succeeds Elmer Davis of ABC who becomes ex-officio member of the board.

Mr. McAndrew

Others named were: Vice president, Francis W. Tully Jr., Washington Reporters Inc.; secretary, Bill Shadel, CBS; treasurer, Hollis Seavey, MBS; members at large, George Marder of United Press Radio, George Reedy of Arrowhead Network, and Rex Goad of Transradio Press.

Mr. McAndrew is one of the 32 charter members of the Radio Correspondents' Assn. and is one of four members of the original executive board which activated the Senate Radio Gallery in 1940. He formerly served as Washington director of news and special events for the NBC network. Mr. McAndrew joined NBC in 1936 and was executive news editor of BROADCASTING from 1940 to 1942. He returned to NBC in 1944.

Guild Cites Two Stations

CITATIONS for outstanding achievement in radio were voted fortnight ago by New York Newspaper Guild to two New York stations, WMGM for *Books on Trial*, and WQXR for outstanding music programs.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

KRNT is the LEADER in Des Moines!

HOOPER SHARE-OF-AUDIENCE
DEC., 1949 — JAN., 1950

TOPS IN MORNING — 8 A.M. TO 12 NOON
2,511 Homes Called
KRNT ★ 40.1%
Sta. A—24.2%
Sta. B—17.0%
Sta. C—10.9%
Sta. D—1.9%

TOPS IN AFTERNOON — 12:00 TO 6:00 P.M.
3,776 Homes Called
KRNT ★ 40.6%
Sta. B—26.7%
Sta. C—12.3%
Sta. A—11.6%
Sta. D—5.0%

TOPS IN TOTAL RATED TIME PERIODS
17,348 Homes Called
KRNT ★ 32.0%
Sta. B—24.0%
Sta. A—22.8%
Sta. C—11.0%
Sta. D—4.7%

KRNT DELIVERS THE AUDIENCE YOU MUST REACH TO SELL! . . . OUR LONG LIST OF REPUTABLE ADVERTISERS — NATIONAL AND LOCAL — PROVES THE STATION'S ACCEPTANCE AND ABILITY. ASK A KATZ MAN FOR DETAILS.

KRNT
DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

Small Space — *Big* Story
● MORE people
● MORE times
● LESS money
WGRD
Grand Rapids Michigan

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 29 OF THIS ISSUE

Commercial

WILLIAM D. SHAW, former assistant sales manager for CBS Pacific Network, and KNX Los Angeles, Columbia-owned station, will join CBS Radio Sales New York, effective April 1. He replaces MILTON F. ALLISON, now assistant sales manager of WBBM [BROADCASTING, Feb. 20].

ARNOLD JACK GREGORY, formerly salesman with KOOL Phoenix, Ariz., appointed head of national sales for station. Before joining KOOL he was with KOY and KPHO that city.

WOV New York appoints John E. Pearson Co. as national representative.

JOHN P. ROHRS, Pearson Co. employe in Chicago, will concentrate exclusively on selling WOV business in the midwest. Appointment was effective March 8.

JOHN SCHMULBACH, formerly with sales staff of WABY Albany, N. Y., joins sales staff of WGY Schenectady as account executive.

CECIL RICHARDS appointed senior sales representative of WQQW-AM-FM Washington. He formerly was commercial manager of WBCC Bethesda, Md.

TOM FRANDSEN, formerly account executive at KMPC Hollywood, named sales manager.

BERT LIBIN, formerly with WOL Washington and before that radio and TV director of Bert Sarazen Adv., New York, joins commercial staff of WWDC Washington, as account executive.

WBBM Chicago issues rate card #23, which was effective March 1.

JACQUELINE M. DODGE, formerly with NBC, ABC and Booth, Vickery & Schwinn, New York, joins WDTV (TV) Pittsburgh, as account executive.

WALLACE BRAZEAL, formerly with KXLY Spokane, joins KYA San Francisco as salesman.

DAN CARR, formerly manager of Guild Radio Features Ltd., Toronto, appointed commercial manager of CKOY Ottawa.

ROGER S. UNDERHILL, formerly general manager and sales manager of WICU (TV) Erie, Pa., appointed director of sales for WJIM-AM-TV Lansing, Mich.

DICK PARKER, former account executive and disc jockey with WMBM Miami Beach, Fla., appointed commercial manager of station.

DANIEL F. GREENHOUS, formerly California factory representative for nationally advertised products, named director of Television Sales, subsidiary of KTTV (TV) Inc., Hollywood. He will direct TV program production and distribution nationally for firm. Subsidiary was formerly titled Television Recordings Ltd.

JOHN H. SLAYTON joins sales staff of KXOK-FM, St. Louis Transit Radio station.

GUSTAVE NATHAN, former salesman at WWCO Waterbury, Conn., appointed commercial manager, succeeding FORD BILLINGS, resigned.

SCOTT DONAHUE Jr., acting sales manager of WPIX (TV) New York since last October, joins New York television sales staff of The Katz Agency Inc., station representatives.

THE KATZ AGENCY, national advertising representative, moves its San Francisco office from Monadnock Bldg. to new quarters in Russ Bldg.

HENDERSON MOVES

WFBC Airs Dedication Show

LOCAL, state and national dignitaries were heard in a broadcast originating from WFBC Greenville, S. C., when new quarters of the Henderson Advertising Agency in Greenville were dedicated.

The agency, established some three years ago by Jim Henderson, was congratulated by Gov. J. Strom Thurmond, Senators Burnet Maybank (D-S. C.) and Olin D. Johnston (D-S. C.), Rep. Joseph R. Bryson (D-S. C.) and Mayor J. Kenneth Cass of Greenville. The Feb. 26 broadcast was transcribed for delayed broadcast by WKIK Columbia, S. C.; WAYS Charlotte, N. C., and WCOG Greensboro, N. C.

LOCKE RETIRES

Hite Heads Tracy-Locke

RAYMOND P. LOCKE, president of Tracy-Locke Co. Inc., Dallas advertising agency, last week announced his retirement from the firm which he founded in 1913. His stock interests in the company have been purchased by his Tracy-Locke associates, Mr. Locke said.

Morris L. Hite, executive vice president who has been with the company since 1937, succeeds Mr. Locke as president. Clay W. Stephenson, with the firm since 1948, has been elected to the board of directors and will serve as executive vice president. In another organizational change, John H. Wellenkamp, in addition to his duties as vice president and treasurer, becomes general manager of service operations, a newly created post.

Two additions to the staff also have been announced. Philip McHugh, formerly with CBS in New York and Brown Radio Productions Inc., Nashville, was appointed head of the radio and television department. Herbert Lehman, formerly with the Bruce B. Brewer Advertising Agency's Minneapolis office, will serve as account executive.

In announcing his retirement, Mr. Locke also stated: "My retirement is according to long-range plan, as projected in 1913 when I first entered the advertising agency business on my own. I have worked hard and conscientiously; always our clients have been first. For all these 37 years, we have subscribed to the philosophy that 'advertising must pay its way and pay a profit'."

Leonard D. Taylor

LEONARD D. TAYLOR, 51, former account executive for WNJR Newark and WJZ-TV New York, died of virus pneumonia March 2 in Montclair, N. J., after a brief illness. Mr. Taylor also served with the Hearst papers in Chicago for 10 years. In recent months, he had been associated with Video Varieties Corp., New York.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEEKER ASSOCIATES

NIGHTTIME BIDS

FCC Turns Down 4 Daytimers

BIDS of four daytime-only stations requesting special night operation authority were turned down by FCC last week as being contrary to the North American Regional Broadcasting Agreement, now being renegotiated. Meanwhile, WKSR Pulaski, Tenn., has asked for night operation on grounds NARBA is no longer legally effective.

In a memorandum opinion and order, the Commission denied the requests of WPIT Pittsburgh, WKYW Louisville, WACE Chicopee, Mass., and WIVY Jacksonville, Fla., stating the frequencies involved are clear channels assigned to Mexico for Class I-A outlets under NARBA and according to the "gentlemen's agreement" with Mexico the U. S. has agreed to assign only Class II stations on these channels.

FCC said since both Mexico and the U. S. have "continued to abide by the terms" of the agreement, we are unwilling to embark upon a course of action which will violate heretofore well-established basic principles and regulations which have governed and continue to govern the use of the standard broadcast band as between countries of North America." FCC noted also that NARBA is being renegotiated.

WKSR, assigned 250 w daytime on 730 kc, has asked for 100 w night operation. The station said NARBA is no longer law and likewise the "gentlemen's agreement." WKSR wished to provide Pulaski its first local night service. WPIT, also on 730 kc with 1 kw day, had requested 250 w at night while WACE, on that channel with 1 kw day, wanted 1 kw directional operation at night. WKYW, on 900 kc with 1 kw day, sought 100 w at night and WIVY, on 1050 kc with 1 kw day, wished to operate additionally from 6 a.m. to local sunrise.

Suspension Denied

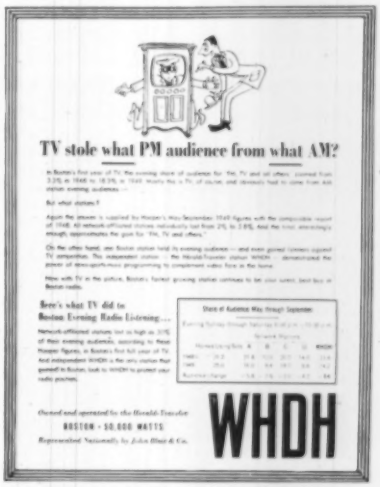
WGNB (FM) Chicago, companion operation of WGN there, was denied permission by FCC last week to go off the air as a power conservation measure. WGNB said it wished to cooperate with the blanket order of the Illinois Commerce Commission requiring all commercial users of electricity to cut consumption 25% during the coal shortage. FCC's wire to WGNB said in part:

"The Commission is concerned with proposal to completely curtail FM service. If the emergency justifies you in keeping your FM station silent, the same considerations would seem to require you to curtail operations of your AM and television stations."

CJGX Yorkton is to increase power from 1 kw to 5 kw early in the spring. Northern Electric transmitter will be installed.

when you're comparing radio stations

...make sure to check their Service-Ads as well as their listings in SRDS



Service-Ads like this in SRDS Radio Section help Time Buyers pick the right stations.

Says one Time Buyer: "When I'm using STANDARD RATE I'm looking for certain things. I'm not *reading*. But, if I see an ad which gives station coverage or other useful facts not in the listing, I make it a point to check it."

Have you noticed, too, how Service-Ads help, especially when you're working fast? Service-Ads like WHDH's shown here, which supplements and expands the WHDH listing with the kind of information that helps you decide which stations you want.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS
NEW YORK · SAN FRANCISCO · LOS ANGELES

News

ROBERT KNOUSE, formerly news editor KTSA San Antonio, Tex., joins KWKW Pasadena, Calif., in same capacity.

RICK WEAVER, formerly sports director at WCAV Norfolk, Va., WPDQ Jacksonville, Fla., and KSJO San Jose, Calif., joins WGCM Gulfport, Miss., as sports director.

HARRISON WOOD, former Don Lee Network news analyst, joins MBS, effective March 20, with new series of programs, Mon.-Fri., 11-11:15 p.m.

NELSON BAKER, formerly staff announcer with WFBR Baltimore, joins WBAL same city, to do *Sports Page of the Air*, daily, 11:05-11:15 p.m., sponsored for 52 weeks by Isaac Hamburger & Sons, Baltimore.

TOM KOCH, member of WBBM Chicago news staff, is author of *Tournament Trial*, novel about Indiana State Basketball Tournament, published last week by Lothrop, Lee & Shepard, New York.

FCC BAR ASSN.

By-Passes Applicant Policy

EXECUTIVE committee of the Federal Communications Bar Assn. has decided not to participate or file any comments in the FCC proceedings relating to a uniform policy for applicants who have violated U. S. laws other than the Communications Act [BROADCASTING, Jan. 30, Feb. 6, 20]. FCBA President Neville Miller last week said this action was because the case relates to substantive questions of law rather than procedural ones.

Percy H. Russell Jr., chairman of the FCBA's committee on practices and procedure, which recommended the bar group not take part, observed that the Commission has not instituted a rule-making proceeding but proposes in lieu thereof to enunciate a policy statement which cannot have the same effect and force as a rule. FCC has postponed its hearing in the case until April 24, with comments accepted by April 10.

WVSH Dedicated

DEDICATION of WVSH Huntington, Ind., 10 w educational FM station, has been announced by the Huntington school system. Operating on 88.1 mc, WVSH now has a regular broadcast schedule of one hour each school day. Programs include participation by pupils from both grade schools and high school, transcribed shows containing material for classroom use, and broadcast of a sectional basketball tournament. M. McCabe Day is director of WVSH.

When you can get RCA "Know-How"... why take anything less?

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You'll find useful facts in our Custom Record Brochure. Send for it today!

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The 1950 BROADCASTING YEARBOOK

For a limited time only, this $5.00 YEARBOOK will be sent as a bonus to new BROADCASTING subscribers.

- Analysis 1949 radio-tv adv.
- Media costs
- Radio-tv billings
- Program Trends
- Audience Analysis
- AM FM TV stations, executive personnel
- 55 directories—550 p. complete radio-tv index

MAIL COUPON TODAY!

1050

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, send me 52 weekly issues of BROADCASTING and the 1950 Yearbook ($5 val) free as part of this order. (Offer expires Mar. 31)

☐ I enclose $7.00

☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

YEARBOOK Special

Officers and directors of TAB (l to r): seated, Messrs. Pengra, Sowell and Winger; standing, Messrs. Hart and Baker. Secretary-Treasurer Draughon is not pictured.

COMMUNITY COVERAGE

WTAG Wins Praise From Its City Government

WTAG-AM-FM Worcester, Mass., has been cited officially for its efforts to tell the public about the city's new council-manager form of government. In passing a unanimous vote of thanks, the Worcester city council specifically cited the current *Your City Government* show, a weekly presentation Sunday at 12:50 p.m.

Giving city officials a chance to inform the public on what is going on at City Hall, the program each week features two councilmen who discuss problems being tackled under the recently established "Plan E" form of government. The last program each month is taken over by the city manager who reports on progress for that month.

WTAG-AM-FM has been providing this type of coverage since last fall when the city started to vote under a new form of city government. Instead of the old mayor-council system, the voters now faced rule under proportional representation, a system with which they were unfamiliar.

Hess Series

Realizing the necessity for public education, WTAG introduced a weekly series done by Clyde Hess, the station's news analyst. Figuring that the best way to get information on the new government was to ask the cities that already had it, Mr. Hess questioned authorities in five cities already operating under council-manager government. General theme of his questions was, "How is this council-manager form of government working for you folks? Do you like it? Is it practical?"

The answers were recorded by respondents and air-mailed back to WTAG. Then Mr. Hess took the discs, wove them into "interviews" which were filled out with his own comments and interpretations of the answers in terms of Worcester's problems. This series ran for the five Sundays preceding the elections.

The show, *A Plan of Two Cities*, so impressed the Massachusetts Committee for the George Foster Peabody Radio Awards that it was given first award for public service in the Bay State.

Several other programs of this type were used, including the question-and-answer series, *The ABC's of Plan E*, done by Newsman Dick Jacobs and also running up to election time.

The *Your City Government Show*, planned for a limited run, proved so popular that the program is now a permanent part of the WTAG-AM-FM schedule.

DECCA RECORDS Inc., New York, declared quarterly dividend of 12½ cents per share on capital stock, payable March 28 to stockholders of record at close of business March 14.

TAB SESSION

All Officers Are Re-elected

OFFICERS and directors of Tennessee Assn. of Broadcasters were re-elected Feb. 24 at the annual TAB meeting held in Nashville, with 125 delegates attending an all-day session.

President F. C. Sowell, WLAC Nashville, said TAB now has 40 station members. He reported the "Let's Sell Optimism" promotion campaign had proved successful, with stations in a dozen states now conducting drives based on the TAB format.

An agency panel stressed importance of setting rate and coverage policies and sticking to them. Taking part were Hugh Murphy, Lake - Spiro - Shurman, Memphis; Albert Noble, Noble-Dury & Assoc., Nashville; John Fontaine, Nelson Chesman Co., Chattanooga.

Maurice B. Mitchell, director of Broadcast Advertising Bureau, took over the afternoon. Henry W. Slavick, WMCT (TV) Memphis and a retiring NAB director, reviewed the growth of TV in Memphis and said it has not reduced the volume of AM advertising. Harry Stone, WSM Nashville, described his recent trip to Germany with a *Grand Ole Opry* troupe.

Officers of TAB are Mr. Sowell, president; Earl W. Winger, WDOD Chattanooga, vice president; Jack M. Draughon, WSIX Nashville, secretary-treasurer. Board members are T. B. Baker, WKDA Nashville; John P. Hart, WBIR Knoxville; Marshall H. Pengra, WATO Oak Ridge.

KOCS Shuffle

CARLTON R. APPLEBY, manager of Ontario (Calif.) *Daily Reporter*, in a reorganization has in addition assumed supervising management of the newspaper-owned KOCS. He takes over duties of Stanley Davis, assistant manager, who resigned. Active department heads are Floyd Hall, business manager and chief engineer; George Crofford, program director, and James Rennie, commercial manager.

When It's **BMI** *It's Yours*

Another BMI "Pin Up"—Published by Fairway

BROKEN DOWN MERRY-GO-ROUND

On Records: Margaret Whiting — Jimmy Wakely — Cap. 800; Rex Allen — Patti Page—Mer. 6231; Eileen Wilson—Dick Thomas — Dec. 24880; Jon and Sandra Steele—Coral 60162; Bobby Lee—Four Star*

*soon to be released.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Promotion

SMOOTHLY running activities between station executives and school officials resulted in "High School Day" on KVOR Colorado Springs, Col. Between 6:45 a.m. and 11 p.m. Feb. 28, virtually every job on staff was taken over by 60 high school students, chosen from 100 who applied. Students had been practicing during previous week and were able to handle news writing and announcing chores with comparative ease. Staff members supervised all activities, but none of their work appeared on the air. Even selling activities were handled by students. Unprecedented number of calls were received commenting on day, station reports.

Pictured Promotion

SINGLE-page bulletin, with pictures of live studio shows featured on WAAM (TV) Baltimore, illustrating station's program line-up, sent to trade by WAAM. In center of page, surrounded by pictures which bear short outlines describing show's format, is statement concerning number of hours devoted to local live and network shows. Bottom of page carries caption noting station's ABC-TV and DuMont affiliation.

'Cool, Clear Water'

PLAN originated on *Great Gildersleeve* show on NBC, calls for sending of water canteen to 16 different cities, where ounce of water is added by each local water commissioner. Canteen is sent to NBC affiliates in cities from Los Angeles to Washington, and bears large tag remarking that it will eventually be sent to water commissioner of New York City. Mr. Gildersleeve, of show, is water commissioner of fictional town.

Descriptive Booklet

BROCHURE, which includes pertinent data concerning WDTV (TV) Pittsburgh's growth in that area, sent to trade by station. Rate card, coverage map, line-ups of station equipment and market statistics are given on mimeographed sheets which have been stapled to folder. Excerpts from letters, in original handwriting also are given.

Bulletin Announces

LARGE white bulletin from WFMJ Youngstown, Ohio, sent to trade bearing announcement of station's new facilities. WFMJ now broadcasts on 1390 kc with 5 kw. Brief text remarks that city is nation's "fourth largest steel center and Ohio's third market." Facts on ABC affiliation and other data conclude bulletin.

Shamrock Green

SHAMROCK GREEN ink on white paper make up latest promotion from WOV New York. Head reads, "The Irish Will Love It and So Will Everyone Else." Announcement of show, *A Ramble in Erin*, hour of Irish music, folk songs and guest stars, is made. Show is aired Mon.-Fri., 11 p.m.

Religious Spots

TAPPING a usually unsuspected classification of business, KSMO San Mateo, Calif., is making religious broadcasts pay off by selling spot announcements before and after its Sunday Catholic sermon, to church goods stores in two neighboring communities.

KRAM's Neighbors

UNSUSPECTED revenue source in retailers of communities scattered 10 to 300 miles away uncovered by KRAM Las Vegas, Nev. Utilizing half-hour program music and commentary slanted to specific community, under title *Know Your Neighbor*, broadcast is sold in quarter hour segments to merchants in drug, general merchandise, grocery and gasoline categories.

Free Blotters

BLOTTERS sent to Canadian advertisers and agencies by CKAC Montreal bear message "The good things in life are free—enterprise." Promotion bears call letters of CKAC, signing itself "a free enterprise station since 1922."

Maps Mailed

AMONG first stations to put its new BMB study map into mail is KDAL Duluth, Minn. Maps were sent with additional data showing station's increases to complete agency and client lists in station's files.

Personnel

RAY C. HUFFER, formerly on public affairs staff of WFAA Dallas, appointed sales promotion manager for station. **HARRY L. KOENIGSBERG,** formerly with station's continuity department, named publicity director.

RONNIE MANDERS, formerly publicity manager for Standard Radio Transcriptions and West Coast representative for *Music Business* magazine, joins KFI-AM-TV Los Angeles as assistant to promotion and publicity director.

SAM PARNAS, formerly news writer with KMOX St. Louis, appointed director of press information.

SELVIN DONNESON, with sales staff of WWRL Woodside, N. Y., for past three years, appointed to newly created post of sales promotion manager.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
...RY GREENFIELD, Mg. Director N.Y. 19

'BACKGROUND' MUSIC *Not Violation, WFMF Says*

WFMF (FM) Chicago, sister operation of WJJD there, has told FCC that Muzak Corp. was wrong in its charge that some FM stations are violating the Commission rules by supplying "background" music programs—with all announcements deleted by means of a supersonic signal—to local business establishments [BROADCASTING, Jan. 23].

Muzak wants the Commission to amend its regulations to allow the firm to distribute its functional music services via regular FM stations in lieu of telephone lines. These special programs would be "carried" on the regular program transmission of an FM station, using a supersonic signal multiplexed to provide several types of special music service such as now programmed by Muzak. The supersonic signal would not affect the regular FM program and it would be picked up in the establishment of the Muzak client on a special receiver.

The piped-music firm believes the FCC's rules must be amended to allow this type of transmission and to allow broadcasting of program material without identifying announcements as now required by the rules.

Muzak told FCC that some FM stations are supplying such a service, indicating they were using their regular programs but eliminating reception of all voice announcements in establishments buying the service by means of the supersonic signal. This high audio-frequency signal causes the special receivers in such establishments to shut off when voice transmission occurs. Muzak contended this procedure violates FCC's FM rules because these rules do not provide for the unique type of transmission.

WFMF contended that according to scientific and dictionary definition the supersonic signal of 20,000 to 25,000 cycles is within the same category as the audible program signal and may be construed program-wise the same as sound effects or other non-music or non-voice material. WFMF held no additional equipment would be required at the transmitter, as Muzak indicated, and no rules amendment would be needed. The station explained that so long as the intensity of the modulation level is limited for signals above 15,000 cycles, no emission would occur outside the authorized channel.

WFMF explained that with even slight limitations on the intensity of the modulation level for frequencies of 20,000 and 25,000 cycles, the emission band width can be held within the same band width that would result from 100% modulation with a 15,000 cycle signal.

DIRECTORS of WJR Detroit announce dividend of 10¢ per share to be paid March 15, 1950.

NEED MORE COVERAGE?

KFYR
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

For a nice piece of business, aim at North Dakota's multi-million dollar market, where cash and bond holdings of a billion dollars have consumers ready and willing to buy. To tap this market, you'll need KFYR's coverage, based on 25 years of listener loyalty. Ask any John Blair man for the facts.

Programs

PRIZE of $1,000 scholarship awarded to Glen Holt, high school senior from Smithfield, N. C., as winner of statewide *Student Forum for Safety* quiz series. American Mutual Liability Insurance Co. of Boston sponsored contest on WBIG Greensboro, WPTF Raleigh and WBT Charlotte, latter as key station. Sixty students were chosen from area of each station to participate in series of 10 shows, in which they were quizzed, six each week, on safety problems. Eleventh show pitted winners of previous contests against one another to determine six finalists who were quizzed in final show on WBT, which was fed to state-wide network.

Weather Facts

TWO shows on KOY Phoenix, Ariz., utilize weather reports in different circumstances. At 6 a.m. daily, News Editor Paul Gribben airs his phone calls from police, sheriff and state patrol headquarters. Highway and road conditions, as well as weather reports are given in calls. Daily comparison of temperatures between Phoenix and Eastern U. S. areas is given by George Graham on his *Record Matinee* show. Purpose of this feature is to heighten the enjoyment of eastern vacationers in Arizona.

'Alcoholism in Washington'

SERIES of eight broadcasts, *Alcoholism in Washington*, aired over WMAL Washington will discuss new Washington Alcoholic Clinic, work of Alcoholics Anonymous, alcohol as problem to courts and penal institutions and one program devoted to advice to family of an alcoholic. During another broadcast, new drug, Antibuse, will be commented upon. Alcoholics of all kinds and circumstances will appear on shows via tape-recordings. Series was written, narrated and tape-recorded by Gunnar Back, and is sponsored by D. C. Health Dept., Alcoholic Clinic, Washington Committee for Education on Alcoholism, Washington *Evening Star* and its WMAL.

Fire Covered

NEAR million dollar fire which razed Hargrave Military Academy, Chatham, Va., was covered by WDVA Danville, Va., via battery operated Mini-tape recorder. Announcer Dick Campbell described inferno and one incident, in which Mr. Campbell stood on steps of building while explosion occurred inside, necessitating a quick trip to safety, was forwarded to *Mutual Newsreel* and used as feature Feb. 22. Recordings of fire were aired on WDVA at 11 p.m. of day on which it took place.

Comedy Series

DOMESTIC comedy series, titled *That Young Couple*, reportedly first full-scale dramatic program attempted by New England video, debuts March 19 on WBZ-TV Boston. Show is live, half-hour production aired Sunday at 4:30 p.m. from station's studios and featuring members of Brattle Theatre Co. Program is sponsored by Boston Gas Co., written by Ruppert Pray and production is handled by Al Hartigan of WBZ-TV and Albert Marre of Brattle.

Blowing Its Stack

SEVEN THOUSAND ton smelter stack in Denver, Col., was blown up because it constituted a hazard. Four spectacular dynamite blasts which reduced it to rubble were described to listeners by KOA Denver, Feb. 25. Three special broadcasts, all live from scene, were aired by Starr Yelland, announcer, Special Events Director Bill Day and Al McClelland, engineer.

Production Event

WHEN first production model of XB47, jet bomber, moved off production line at Boeing Wichita plant, KANS Wichita was there to witness and relate spectacle to listeners. Special interview with J. Earl Schaefer, vice president and general manager of plant, was conducted by George Gow, news chief of KANS and Ted Heithecker, promotion manager. Interview, together with short story of event was aired nation-wide on NBC's *News of the World* that evening.

Disc Panel

PANEL of three well-known personalities in music world comment on new releases aired over *The Record Forum* on KRON-TV San Francisco. Experts vary from show to show and confer with Disc Jockey Arch LeRoux about each record's quality and chances of success before it is played. Program has participating sponsors.

New Sports Angle

STORIES and interviews with players, coaches and other National League team members are featured on new sports show, *Here Come the Phillies*, on WPEN Philadelphia. Show is heard directly from team's training camp in Clearwater, Fla., and is aired by Gene Kelly, play-by-play announcer for all Phillies games. After training session, show will originate at WPEN.

Program Highlights

ONE-TIME show on WKTY LaCrosse, Wis., featured George Briggs, U. of Wisconsin agronomist and weed control specialist, in interview concerning all phases of weed control. Also guest on show was Tom Burgess, *LaCrosse Tribune* farm editor. New series on WKTY is 13 school music broadcasts with bands, orchestras and glee clubs of 27 local high, junior high and grade schools featured. Weekly programs are sponsored by Consolidated Dairies of LaCrosse.

Drawing Fun

NEW addition to line-up of programs on WBAL-TV Baltimore is *Fun With Freedy*, audience participation feature. Show is conducted by Edward Freedman, artist, advertising executive and author. Mr. Freedman tells well-known story while viewers, draw along with him pictures illustrating narration. Prizes are given for best drawing in studio audience. Show is aired Saturday, 5:30-6 p.m.

Memorial Program

SPECIAL show was aired Feb. 27 at 9 p.m. on WCOP Boston commemorating the death of Harry Lauder, entertainer. Called *Harry Lauder Memorial Show*, program was made up of Lauder recordings from personal collection of Program Manager Gene King and script was written by Ed Sullivan, continuity director. Another one-time show on WCOP, *Junior Press Conference*, in which four high school students quizzed their governor on matters of local and state government, proved so popular with audience and local civic and educational organizations, that it will become regular program feature of WCOP.

Polo Telecasts

WHAT is believed to be first telecasting of polo match was started recently with telecasting of first of series of 12 matches from Beverly Hills Polo Club on KNBH (TV) Hollywood. Competing in series from week to week will be top polo teams from U. S. and Mexico. Frank Roche, polo writer and authority, is announcing games; Frank Barton does color. Packard-Bell Co., Los Angeles is sponsoring series through Elwood J. Robinson Adv., same city.

Spot Reports Aired

EXCLUSIVE news reports from cities all over world will be aired on WFIL Philadelphia in next few weeks. Reporter will be Alvah B. Adam, president of Philadelphia Junior Chamber of Commerce, who has gone to the Philippines as delegate at annual J. C. of C. convention. From there he will visit cities in Asia and Europe where he will make tape and wire recordings of news developments of international interest and interview prominent persons. Shows will be presented on WFIL as special programs or segments of regularly-scheduled newscasts, according to their length and significance.

Geared for Women

INTERVIEWS with industrial executives who are introducing products of special interest to women are feature of *What's New In Industry* show on KFI-TV Los Angeles. Demonstrations of new products are made during hour long telecasts with Ted Meyers handling interviews and Paul Knight as producer.

ANTI-GAMBLING
Sen. Wiley Lauds ABC Show

ABC COMMENTATOR Robert Montgomery's radio campaign spotlighting Frank Costello's activities has drawn congressional praise from Sen. Alexander Wiley (R-Wis.) in connection with a Capitol Hill movement to probe interstate crime and gambling activities.

Sen. Wiley congratulated Mr. Montgomery, who also is an NBC-TV producer, for bringing to his listeners the "whole question" of Mr. Costello's citizenship rights in view of repeated denunciation of his alleged racketeering.

Mr. Montgomery for the past three months has devoted most of his broadcasts (ABC, Thursday, 8:45-9 p.m. EST) to phases of Mr. Costello's career, and urged an investigation of interstate gambling. The congressional resolution was proposed by the Senate Judiciary Committee. Sen. Wiley's comments, urging Justice Dept. action, were inserted in the *Congressional Record* March 2 issue.

MAJOR LEAGUE BASEBALL
Rings the Bell for
LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System ... and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING SYSTEM
Dallas, Texas

22nd Year

regional promotion campaigns

HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·

CA'S NEW "super-power beam tri-de" which is capable of 500 kw out-ut is examined by Dr. L. P. Garner, ead of the Advance Development ab. of the RCA Lancaster, Pa., tube ant, where the tube was developed. Veighing only 135 lb and measuring 8¾in., the tube is now commercially available.

WBT-IBEW CASE

Grand Jury Indicts Hicks

A GRAND JURY in Mecklenburg ounty, N. C., has indicted Ster-ng L. Hicks, business manager f the IBEW local in Charlotte, n charges of conspiracy in the ttempted dynamiting of WBT harlotte's 429-foot radio tower on an. 22, according to news accounts. The case, it was reported, will be laced on the county's criminal ourt docket for March 20, open-g date of the court's sitting. ollowing the blast attempt BROADCASTING, Jan. 26] Mr. Hicks as charged by Charlotte police n two counts of conspiracy. Po-e said at that time they had in-ercepted a Columbia, S. C., man he reportedly lit the fuses of the ynamite sticks which had been etonated. They said subsequent uestioning of the man had led em to the arrest of Mr. Hicks.

CHNS

HALIFAX NOVA SCOTIA

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

THEY want the BEST!

Ask

JOS. WEED & CO.,

350 Madison Ave., New York

About the

Maritimes Busiest Station

5000 WATTS — NOW!

AFA CONVENTION

Cone To Address 1950 Meet

FAIRFAX M. CONE, chairman of Foote, Cone & Belding, will be one of several prominent advertising and industry figures who will address the 46th annual convention of the Advertising Federation of America, to be held at the Statler Hotel in Detroit May 31-June 2.

Built around the general theme, "Advertising's Responsibilities in a Dynamic Market," the three-day program will cover the field from the standpoint of advertisers, media, agencies and creators. Featured speaker at an opening general luncheon session May 31 will be Eric Johnston, president of the Motion Picture Assn. of America. He will discuss "Challenges in a World of Propaganda."

A varied program is being prepared by Detroit host clubs headed by Charles B. Lord, retail advertising manager of the *Detroit Times*, and Edythe Fern Melrose, radio personality and member of the Women's Advertising Club of Detroit. Ted Little, vice president and general manager, Campbell-Ewald Co., is chairman of the convention's steering committee.

Initial list of speakers was announced jointly by Elliott Shumaker, Detroit general chairman for the convention and advertising manager, *Detroit Free Press*, and Elon G. Borton, president and general manager of the federation.

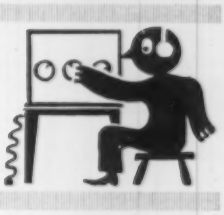
James A. Nassau

JAMES A. NASSAU, 51, radio pioneer, died Feb. 23 in the home of friends in Glenside, Pa. He entered radio in 1915 as a staff member of 3XJ, first licensed experimental station in the country, at Glenside. In 1923 he joined the former WLIT Philadelphia, as an announcer, remaining there until going to WFIL Philadelphia in 1935. He at one time owned WIBG Philadelphia and served as its program director until 1939. In 1949 he joined WAEB Allentown as program director, holding that position until his death. He is survived by a brother, Joseph M. Nassau, and an aunt, Sister St. Maurice, S.T.D., of Philadelphia.

Carrier Current

JOINT government-industry committee named by FCC last summer to obtain field intensity measurements of line radiating devices and systems is to meet June 6 at FCC's Washington headquarters, the Commission announced last week. Meeting date earlier had been set for March 21. Six working groups are now obtaining field data, FCC said, and are expected to complete their reports by June 6. FCC has invited all interested persons to attend the meeting. Among the groups affected in the proceeding are college "wired-wireless" stations.

Technical



JACK MILLER, formerly with WMBM Miami Beach, Fla., rejoins station as chief engineer.

HARVEY FRITCH, formerly KAGH Pasadena, Calif., engineer, joins KALI same city, as chief engineer.

WILLIAM deDUFOUR, named chief engineer of WFUV (FM), New York, Fordham U.'s station. Recent graduate of the university, Mr. deDufour worked on WFUV staff while a student.

RCA VICTOR, Camden, N. J., announces Carfone station unit "15," new portable transmitter-receiver, smaller than overnight case, for use as headquarters station equipment in mobile communications systems operating in 152-174 m.c. range.

BOB FISHER, formerly of KNOB Long Beach, Calif., and DONALD WILSON join KWKW Pasadena, Calif., as engineers.

HENRY NIELAND, formerly student at Television Workshop, New York, joins camera crew of WAAM (TV) Baltimore.

HAROLD E. BEDDINGFIELD, JAMES W. EDWARDS, BYRON L. FRIEND and CHARLES M. EINING join engineering operations staff at WNBQ (TV) Chicago, under supervision of **Howard Luttgens**, chief engineer. Mr. Eining was transferred from KOA Denver.

ELECTRO-VOICE, Buchanan, Mich., announces new E-V Model 335 Blast Filter, designed for use with company's Models 630, 635 and 605 moving-coil dynamic microphones. Filter effectively stops breath blasts, company reports.

ANDREW Corp., Chicago, announces production of ⅞ inch rigid transmission line (Type 450) for AM and FM systems.

MARVIN DOERING, transmitter engineer at KWK St. Louis is the father of a boy, Dennis.

BOB STONE, KTSL (TV) Los Angeles cameraman, is the father of a girl, Sheldra.

CHUCK OSTLER, of WLS Chicago engineering staff, is the father of a girl, Colleen.

MAURICE J. WYNN, engineer with WWL New Orleans, is the father of a girl.

CHARLES RILEY, NBC Chicago maintenance engineer, is the father of a girl.

Complete market data— in one volume

CONSUMER MARKETS makes easily accessible all the state, county, and city market indices that market and media men ordinarily use for market comparisons and selection.

IN ADDITION, the Service-Ads of many individual media contribute much helpful supplementary data that you will find useful in judging various market potentials.

▲ One of many Service-Ads that supplement and expand the voluminous listed data in CONSUMER MARKETS.

Send for Full Explanation Folder describing in detail the scope of the information the 1949-1950 Edition of CONSUMER MARKETS makes available.

Consumer Markets

A Section of Standard Rate & Data Service

Walter E. Botthof, Publisher

333 North Michigan Avenue, Chicago 1, Ill.

New York • San Francisco • Los Angeles

KRLD MOVES

AM-FM-TV Now in One Bldg.

KRLD Dallas moved its AM and FM studio operations March 3 from the Hotel Adolphus to the new KRLD Bldg. on Herald Square at Pacific, Griffin and Camp Sts., which has been the home of KRLD-TV since Dec. 3. Station had maintained studios in the Hotel Adolphus since 1926.

Station staff members made the switch in the hours between midnight and dawn, when office records, furniture, recordings and miscellaneous equipment were hauled to the recently completed new headquarters. Clyde Rembert, KRLD managing director, attributed a smooth changeover to careful advance planning dating back several months.

The KRLD Bldg., over which towers the TV antenna, is across the street from the *Dallas Times Herald* building, publishing affiliate of KRLD.

CAB Plans Meeting

PLANS now are nearing completion for the annual meeting of Canadian Assn. of Broadcasters at Niagara Falls, Ont., March 27-30. Guest speaker at the annual dinner on March 28 at General Brock Hotel, will be Dr. Robert Stanforth, liaison officer of UNESCO, New York.

Mr. Joe Field
Compton Advertising
New York City
Dear Joe:

Noticed sumpthin' t'other day thet's real important ter folks like you. Did you know thet WCHS local bizness was UP in 1949 over what hit wuz in 1948? Yessir Joe, WCHS sold more time ter local merchants last year than durin' th' big year uv 1948! Merchants here in Charleston, West Virginny, is smart, an' they know thet this ain't no time ter pull in yer advertisin' horns! An' hit's mighty significant thet when they looked 'round fer a way ter git their message ter th' peepul, they chose WCHS! Now we allus feels thet what th' home folks thinks uv yuh is what really counts, an' we knows thet you national fellers feels th' same way. After all, you wants ter use th' station local folks turns to most ter keep their bizness goin' strong, 'cause thet's bound ter be th' one most peepul lissens to, an' in Charleston hit's WCHS!

Yrs.

Algy

WCHS
Charleston, W. Va.

Production

JOHN SINCLAIR appointed program director of WXGI Richmond, Va., succeeding **ROBERT J. JENKINS**, appointed promotion and production manager of station. Mr. Sinclair entered radio as an actor at KOA and KLZ Denver. He has been associated as production manager, announcer, program director or station manager with KSL KUTA, Salt Lake City, KID Idaho Falls, Idaho, KLO Ogden, Utah, WNOX Knoxville, Tenn., and WBRW Welch, W. Va. He was production director for WXGI before his recent appointment.

GUNNAR BACK, formerly member of news staff of CBS, and author of prize-winning series, *The Undiscovered*, and another series, *The Lonesome Road*, starts new series, *Alcoholism In Washington*, on WMAL that city [see Programs].

JERRY SPERLING, formerly announcer with KFRO Longview, Tex., KALB Alexandria, La., and WSRS Cleveland, joins announcing staff of WERE Cleveland.

MALCOLM RICHARDS, formerly disc jockey for WCPO Cincinnati, joins WJBK Detroit in similar capacity.

ED VIEHMAN, member of WCCO Minneapolis announcing staff since 1944, joins production staff. **BILL WIGGINTON** rejoins station as announcer.

ROBERT L. CARROLL, formerly with WHAP Hopewell, Va., and WTOM Bloomington, Ind., joins WCTW New Castle, Ind., as announcer and newscaster.

CHARLOTTE GARNER, formerly with WSAZ Huntington, W. Va., joins cast of *Mary Monroe* show on WCKY Cincinnati, Ohio.

ROBERT C. MICHEL, formerly program director for WKRT Cortland, N. Y., joins announcing staff of WSYR Syracuse, N. Y.

FRANK SHAPLER, formerly with KFQD Anchorage, Alaska, and KBYR same city joins KRMD Shreveport, La., as staff announcer and continuity writer.

EARL WITHROW, formerly with WJJD Chicago as program director, and WAIT same city as general manager, appointed coordinator of program and sales departments at KOOL Phoenix, Ariz.

JUNE JENKINS, new to radio, joins KWKW Pasadena, Calif., as copy writer.

LOUIS BREAULT, formerly public affairs director for WFAA Dallas, Tex., appointed head of continuity department.

HELEN BOYLE FREDERICK, formerly of WIBC Indianapolis, joins WLS Chicago copy staff.

JOE FRANKLIN, former technical advisor for ABC's Paul Whiteman disc jockey program, signed by WPAT Paterson, N. J., as program consultant. Mr. Franklin, who currently is producing half-hour show on WJZ New York, and owns collection of more than 20,000 records, will produce and be m.c. for his own recorded show, *Joe Franklin's Matinee*. He also will work with station's other disc jockeys.

SCOTT YOUNG, former studio director at WTMJ-TV Milwaukee and production assistant at KNBH (TV) Hollywood, joins WBKB (TV) Chicago as director. He is former radio actor, announcer and newscaster.

ROBERT E. HOLT, formerly with KICD Spencer, Iowa, and KGFW Kearney, Neb., in various capacities, joins WDTV (TV) Pittsburgh, as assistant coordinator.

JO STAFFORD March 28 joins CBS *Club 15* for Tuesday and Thursday singing sessions. She replaces **EVELYN KNIGHT**.

JOHN PONDFIELD, film editor and chief projectionist for WAAM (TV) Baltimore, is the father of a girl, born Feb. 24.

BEN ALEXANDER, Hollywood and San Francisco freelancer, and **LESLIE SPURGEON**, formerly *Queen for a Day* writer now with KRON-TV San Francisco, have announced their marriage.

HAL MOORE, disc jockey for WCAU Philadelphia, is author of book of poems to be published by Andrew Walker Co., Philadelphia. Poems were written for Mr. Moore's show, *The Bugle Call*.

FRED HENRY, program director, KLAC-AM-TV Hollywood, is the father of a girl.

JACK McELROY, m.c. of ABC *Breakfast in Hollywood*, is the father of a girl, Marilyn Lucille.

WJBK Gets Menjous

FREDERIC W. ZIV CO. has announced sale of its 15-minute "Mr. and Mrs." show, *Meet the Menjous*, for sponsorship to the Awrey Bakery chain in Detroit. Ziv said the Awrey-sponsored show will be heard for the next three years on WJBK Detroit. Agency is Ralph W. Sharpe & Assoc.

KGVO FIRE

Damage Estimated at $50,000

KGVO Missoula, Mont., found itself without a home when an early morning fire gutted the station's downtown studios Feb. 19. Station was back on the air eight hours after the flames broke out.

Firemen were still pouring water into the ruins when the station took the air from its transmitter on schedule at 8 a.m. Manager A. J. Mosby had KGVO staffers at work as soon as possible, salvaging what could be saved from the ruins. Staffer Marion Dixon was able to rescue program logs and some transcriptions. Another control board, soundproofing, desks, typewriters and whatever equipment could be collected were installed in a nearby office building.

Though reported to be slightly cramped, KGVO was operating from its temporary headquarters by the next morning.

Mr. Mosby estimated loss from the fire at over $50,000. The fire is believed to have started in the record library room to the rear of the two-story structure. About 85% of the records and transcriptions were destroyed—a loss of about $10,000—Mr. Mosby said.

The building, owned by Mosby's Inc., was covered by insurance, according to Mr. Mosby. He immediately announced plans for rebuilding and estimated that work will not be completed for about six months. In the meantime, he added, KGVO will operate from its temporary studios.

Hearings Rescheduled

RESCHEDULE of hearings on fiscal 1951 funds for FCC and other independent offices tentatively has been set for March 21, a Senate Appropriations subcommittee spokesman said last week. Order of testimony to be taken has not yet been completed. A House Appropriations subcommittee already has concluded its sessions on 1950-51 funds. FCC officials testified before that group on President Truman's budget request for an approximate 2½% increase in the agency's appropriations.

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AUDIENCE REPORTS

BMB Mails Sets to Stations

BMB LAST WEEK mailed complete sets of Station Audience Reports—630 individual reports, a bundle of some 50 pounds—to members of the American Assn. of Advertising Agencies and Assn. of National Advertisers requesting them, Dr. Kenneth H. Baker, BMB acting president, reported.

He noted that in addition to these reports on BMB subscribing stations, advertisers and agencies may get reports on non-subscribers by requesting them through subscribers serving the same areas, provided that the subscribing stations are willing to pay the cost of tabulating these data. Dr. Baker added that BMB's millions of punch cards are available through Statistical Tabulating Co., which handled the study, for any special tabulations which stations, advertisers and agencies want to order.

WHHH BARRED

Broadcast of Hearing Denied

WHHH Warren, Ohio, *Tribune* station, was barred by the Civil Service Commission March 1 from recording Police Chief William Johnson's suspension hearing.

Transcribing equipment being installed in the court room was ordered removed by commission members after they had rejected WHHH's request to record the session.

Although no official vote was taken among the three commission members on the subject, all three objected to the broadcast, WHHH reported. H. R. Farrall, WHHH manager, was told by Commissioner Mark Williams that broadcasting the hearing would prevent a fair trial. Mr. Williams gave no specific reason as to how a fair trial would be prevented, Mr. Farrall said.

Robert Meermans, WHHH attorney, argued that there was precedent for recorded broadcasts from this type of session. "Congressional committee hearings customarily permit wire tape recordings and newsreel photographing during their sessions," he declared. "In this area, it is customary. Tape recordings are made of Youngstown City Council sessions and the same has been done in the past here at Warren City Council meetings."

Mr. Meermans told commission members that he contacted Chief Johnson's defense attorney and the Warren safety-service director before the hearing and that neither lodged any objections.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

Allied Arts

ALLEN BUCKLEY, formerly KFI-TV Los Angeles producer, joins The Bogerts (merchandising and advertising consultant), as director of television department.

S. W. CALDWELL Ltd., Toronto, distributor of U. S. transcribed programs, buys Guild Radio Features Ltd., Toronto, and plans expansion of its operations. Caldwell, now also is recognized radio advertising agency and program agent for 12 Canadian live radio programs.

RUTHRAUFF & RYAN signs two-year agreement for A. C. Nielsen Co.'s National Radio Index, Class A service, including non-network feature.

MAYBELLE CALLAWAY, songstress for WMC Memphis, transcribes series of 13 weekly shows through Frederic W. Ziv. Co. for Hamilton Watch Co.

EDD ROUTT, formerly with KLIF Dallas, Tex., sets up publicity and public relations firm, Edd Routt Co., 6334½ Gaston Ave., Dallas. Phone: Victor 4-2225.

MORGAN REICHNER Inc., New York, mechandising and advertising consultant, moves its offices to 366 Fifth Ave., New York. Phone number remains the same.

MARJORIE B. TAHANEY, with RCA-Victor record operation for past seven years, appointed sales representative for firm's Custom Record Sales Div.

JOSEPH P. HIGGINS, with Columbia Records Inc., New York, for over 10 years, appointed associate director of Popular Records Div. Concurrently, PERCY FAITH, orchestra conductor and composer, named musical director of division.

Equipment

ARTHUR CHAPMAN named general manager of Colonial Radio & Television Div. of Sylvania Electric. Mr. Chapman has been with Sylvania since 1933 in various capacities.

Mr. Chapman

JOHN F. HERBST, former buyer and manager of radio, television and appliance division of W. & J. Sloane Stores. West Coast branch, appointed western regional manager of receiver sales division of Allen B. DuMont Labs.

POLARAD ELECTRONICS Corp. moves to new and larger quarters at 100 Metropolitan Ave., Brooklyn 11, New York.

JOSHUA SIEGER elected vice president in charge of engineering by Freed Radio Corp., New York.

RWG CONTRACT

Set With CBS Hollywood

NEW contract between Radio Writers Guild and CBS Hollywood for staff continuity writers was "satisfactorily concluded" March 1, according to joint statement by the union and network.

Terms agreed upon provide for a 12½% increase for all staff writers and establishment of a new rate for newly-hired writers and those assigned to transcontinental sustaining programs. Changes were also made in clauses of previous contract pertaining to duties of staff writers, hours and grievances.

Increases are retroactive to date of expiration of old contract, May 1, 1949. New contract is for 2½ years from that date.

Negotiations between RWG and CBS started last April. During January Federal Mediation and Conciliation Service were called upon to break a deadlock which developed in late 1949.

CKLD Thetford Mines, Que., has begun operations with 250 w on 1230 kc., according to radio branch Dept. of Transport, Ottawa.

MEXICO STATIONS

Two Outlets Change Location

MEXICO has announced change in location of two Class I-B stations, FCC reported upon notification, according to provisions of the North American Regional Broadcasting Agreement now being re-negotiated [BROADCASTING, March 6]. XENT Nuevo Laredo, 50 kw on 1140 kc was reported moved to Veracruz and XEML Mexico City, 20 kw on 1550 kc, was reported switched to Nuevo Laredo.

Also announced were two new local 250-w outlets, one on 1450 kc at Ojinaga, Chihuahua, to commence operation about July 2, and one on 1470 kc at Los Mochis, Sinaloa, to begin about Aug. 1. Call of XEWF has been assigned new 100 w station on 1400 kc at Cuautla, Morelos.

VFW Honors WRCO

CITATION for the donation of its time and facilities in the interest of war veterans, community and national affairs was presented Feb. 20 to WRCO Richland Center, Wis., by the Richland Center VFW Post 2267 at a VFW fathers and sons banquet. Signed by Clyde A. Lewis, national commander of the VFW, the citation was accepted in behalf of the station by Robert Bodden, program director. Presentation was made by Bertell McDonald, junior vice state commander.

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BINDERS

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Is someone stealing your copies of BROADCASTING? Don't buy a safe . . . keep 'em in handy, sturdy, blue-leather binders. Made to last for years, each binder holds six months' issues. The coupon on the right does the job.

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Successful sales manager—Texas ABC station. Good territory, requiring good man. Permanent. Equitable compensation. Send full sales resume. Box 227E, BROADCASTING.

Sales manager for station in medium size market, less than 100 miles from Boston. Salary plus commission. Permanent. Give complete record, references, and sell yourself in first letter. If we think you have the stuff, an interview will be arranged. Box 457E, BROADCASTING.

Manager with good selling background and record for 500 watt daytime independent in Manhattan, Kansas. Starting operation within approximately 90 days. Must be thoroughly qualified in management and sales. Opportunity for part ownership to right man. One of a group of three stations operating in Hastings, Nebraska, Coffeyville and Manhattan, Kansas. Write complete details to Mr. Duane L. Watts, General Manager, KHAS, Hastings, Nebraska.

Salesmen

1000 watt network station in Eastern Michigan; excellent market; 15% commission (which will not be cut) against drawing account. Box 437E, BROADCASTING.

Wanted—Salesman, salary fifty dollars week plus commission. Unless you are a hard worker and hustler do not apply. Box 439E, BROADCASTING.

Announcers

Wanted—Experienced mailorder pitchman for 50 kw station inaugurating all night programming. Send disc, salary wanted and proof of your ability to pull mail, first reply. Only sober, conscientious men need apply. Box 394E, BROADCASTING.

Wanted, Southern network station will pay $60 a week for announcer with first class license. Box 428E, BROADCASTING.

5,000 watt, fulltime station in one of first ten cities needs first rate announcer who can spin his own discs. $300 monthly plus any talent you can pick up. Mail letter and audition disc to Box 434E, BROADCASTING.

Announcer with first class license. $60 per week for right man. Send full details, Box 438E, BROADCASTING.

Can place young man with first ticket, as announcer-engineer. Very little announcing. Progressive North Carolina independent. Will consider inexperienced man. Box 451E, BROADCASTING.

Combination man. Send disc, photo, background to WBSC, Bennettsville, S. C.

$65.00 plus talents for announcer, sportscaster with first phone ticket. Play-by-play experience essential. Rush background and disc to WHLF, South Boston, Va.

Technical

WGCM, Gulfport, Mississippi has opening for chief engineer.

Need engineer-announcer who can double as continuity writer. Good salary, send disc and sample commercials to WHLF, South Boston, Virginia.

Production-Programming, others

Program director who can announce, sell and do M.C. for California network station. Living and working conditions excellent. Box 429E, BROADCASTING.

Continuity writer, experience necessary. WWCA, Gary, Indiana. Starting $150 per month.

Situations Wanted

Managerial

Manager: Forget your management problems. Present manager of 5000 watt western station tired of cold weather and plans to locate in California. Twenty unusually successful years of management in both radio and newspaper. Best of qualifications in economical operation, sales, promotion, programming, plus an outstanding record in employee relations, public relations and a leader in civic affairs. My first concern is not size of station but rather location and community opportunities for myself and family. Available anytime plus immediate personal interview. Box 412E, BROADCASTING.

Topflight station manager considering change for good sound reasons. Currently managing a midwestern network station. Previously, a commercial manager. Experienced in all phases of operations. Prefer Gulf Coast area, will appreciate and consider all inquiries. Box 415E, BROADCASTING.

Successful manager desires change. Aggressive, experienced, civic-minded; 17 years in radio, past 10 as manager; completely competent in programming, promotion, especially sales. Interested in operating station only as a dominant substantial business, not as a sideline or hobby. Can increase prestige and profit; prefer midwest local or regional. Your chance to engage a hard working executive before the business honeymoon ends. Complete details on request. Write Box 430E, BROADCASTING.

Manager—commercial manager: Outstanding record as salesman, commercial manager and manager in small and metropolitan markets for independent and network stations. Middle aged. Married. Applicant with my qualifications seldom available. Salary secondary. Box 436E, BROADCASTING.

Background and knowhow. Successful network station manager, transcription and network program sales and station representative business. I am interested in sales executive work in midwest or east where I could use the contacts in Chicago, Detroit and New York. Family man, now employed. Box 454E, BROADCASTING.

Attention! Station owners and top executives. Want a man who gets things done—experience in personnel relations, advertising and promotions with a background of success in selling. Station manager experience plus years of selling. Minimum $10,000 per year. Complete resume and photo on request. Have tux and can go anywhere. Box 466E, BROADCASTING.

Don't lose your CP! Let me plan, build or remodel your station. Results, not excuses. Excellent references. Consider interest in station. Will save you money and mistakes. Kidd, Salida, Colorado.

Salesmen

Time salesman, several years experience with agencies and direct selling, desires change to topnotch station, prefer southern states. Can handle promotion, can definitely sell. Highest references available. Reply Box 421E, BROADCASTING.

Experienced salesman desires position in upper midwest states. Know programming, announcing and writing. Ambitious and not a floater. Box 427E, BROADCASTING.

Announcers

Combination, announcer-board operator. Thoroughly trained all phases. Desires position small station to gain experience. Married, no children, 27. Sober, reliable and willing to work hard for reasonable salary. Go anywhere. Disc and photo. Box 68E, BROADCASTING.

Experienced morning team. Hillbilly jockey mail-pull personality teams with local news man (also sports play-by-play). Will travel. Disc, photos, references. Box 270E, BROADCASTING.

Situations Wanted (Cont'd)

Excellent sportscaster. Desires baseball 1950. Single or team. Present 50 kw staff and sports. College. Married. Box 324E, BROADCASTING.

baseball play-by-play. Experienced. College graduate. Box 325E, BROADCASTING.

Triple threat combo man offers five years staff, play-by-play and first class phone, for responsible position with accent on sports. Salary commensurate with ability and experience. Married, 26, and sober. Write Box 328E, BROADCASTING.

Sports director. Play-by-play baseball, basketball, football, boxing. College graduate. Married. Top references. Presently employed, seek security with TV future. Box 340E, BROADCASTING.

Versatile announcer, dj. Ambitious, young, commercial. New York radio background. 3 years experience. Intelligent salesmanship, programming and ad-lib ability. Outstanding success selling national accounts personality disc shows. Broad musical education. Substantial station northeast area. Box 343E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5000 watt NBC affiliate. Consider all offers. Box 351E, BROADCASTING.

Announcer—Good staff man. Two years experience. College background, music major. Speech and dramatics at Columbia University. Presently employed metropolitan New York station which anticipates cutting staff. Excellent dj, authoritative news reporting, straight commercial announcing. Imagination, versatility; warm, sincere style. Best of references. Age 29, married, one child. Disc on request. Box 362E, BROADCASTING.

Announcer—College grad, vet, over 1 year experience as chief announcer for Armed Forces Radio Service. Extensive knowledge of music, both popular and classical. Disc and photo on request. Will travel. Box 379E, BROADCASTING.

Combo man, independent, network experience, Heavy play-by-play in major sports. Capable DJ, announcer. Reorganization of stock holders eliminated my job. Manager confirmation and recommendation. State minimum salary. Box 385E, BROADCASTING.

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer, eng.—emphasis on announcing. Experienced, conscientious newscaster, congenial, competent, DJ. Now with net affiliate, 29, will travel. Box 400E, BROADCASTING.

Competent, dependable, versatile announcer, 4 years solid experience staff, sports, including play-by-play, special events, disc, participation shows; won NRDGA Award. Continuity, copy, news writing. Married, finest references. Seeking permanence east of Mississippi. Box 401E, BROADCASTING.

Announcer with first phone. 3 years combination experience, but prefer programming and production to engineering. Know programming and can write live copy. Presently employed 250 w Mutual in combo capacity. Commercial announcing, news, DJ shows and some sports. Will travel. Box 402E, BROADCASTING.

Experienced announcer, 5 years all phases. Live shows and news man 25, single, excellent background. Prefer midwest but will consider any reasonable offer anywhere. Disc available. Box 403E, BROADCASTING.

Announcer, single, 24. Thoroughly trained. Lack of experience exceeded only by ambition and honest endeavor to do a job well done. Have car. Will travel. All I ask is a chance. Disc on request. Box 409E, BROADCASTING.

Sportscaster and commercial announcer. 3 years experience, all phases, age 25, married, college. Personal interview, prefer midwest, consider all answers. Box 414E, BROADCASTING.

Sports director, experienced all sports. Promotionally active. Looking for combination job. Sports-staff, promotion, publicity. Single. College grad. Will travel. Let disc and background tell story. Box 416E, BROADCASTING.

Announcer, 3 years all phases. Also: news and edit, traffic, program and continuity. Present job good but seek better future. $75 minimum with higher potential. Anywhere. Box 417E, BROADCASTING.

Announcer, experienced, neat appearance, reliable, desires summer work. References, disc, photo. Box 431E, BROADCASTING.

Situations Wanted (Cont'd)

If you're looking for a good sportscaster, I'm your man. Two years experience handling all college sports. Also DJ, news; can handle newsroom. Could be available in June. Now employed. College graduate. Disc, photo, available. What's your proposition? Box 422E, BROADCASTING.

Read this if you're interested in audience builders! Otherwise, stop now! Available immediately a man-woman team experienced in homemaking, morning and classic record show with a gimmick. Discs waiting for your letter. Prefer upper New York, Ohio or New England coast. Reply Box 423E, BROADCASTING.

Triple threat! Announcer, disc jockey, newscaster. One year local eastern station. Two years school. Am anxious for steady position—will settle anywhere—have car, single. Disc or wire, references, picture on request. Box 425E, BROADCASTING.

Announcer, experienced in newscasting, commercials, disc jockeying, sportscasting, console operation. Also excellent singer, staff man in small station preferred, dependable, will travel. Audition disc, available. Box 432E, BROADCASTING.

Announcer with two years experience looking for job. Capable of doing board work. Single, 23 years old. Prefer midwest. Box 433E, BROADCASTING.

Announcer, no world beater, just a reliable worker with excellent record. Need me? Box 444E, BROADCASTING.

Announcer, experienced with proven ability. Topnotch DJ, newscaster. Available immediately. Box 445E, BROADCASTING.

Announcer, sportscaster, D. J. newscaster; good reader, operate console. Prefer play-by-play. Voice and timing excellent. 28, single, veteran. Photo, disc, references available. Box 447E, BROADCASTING.

Looking for a good all-round announcer? New York experience. Operate all consoles, married, will travel. You won't be sorry. Box 449E, BROADCASTING.

Combination man: First phone, announcer, disc on request, will consider any location. Box 450E, BROADCASTING.

Experienced sportscaster. Football, basketball, play - by - play. Special events, news, staff work. Desire chance at baseball play-by-play. Box 453E, BROADCASTING.

Announcer, Graduate of Radio School, versatile, wants staff position. Night turn, knows RCA control board. No practical experience. Other than 15 minute news show in Army. Salary no object. Ready to go anywhere 1st week in April. Young, no glamour boy. Box 456E, BROADCASTING.

Sportscaster, morning man. Five years general announcing and four years sports work, excellent references. Excel in sports, news and morning disc show. Box 459E, BROADCASTING.

Ten years experience as announcer, newsman. Seek change to another northeast station. Will consider a P.D. job. Box 460E, BROADCASTING.

Announcer—Good voice, good delivery. Salary secondary because of limited experience. Box 461E, BROADCASTING.

Personality disc jockey. Ten years experience. Presently employed in metropolitan city. Specialty morning programs. Use informal "Godfrey" style. Prefer metropolitan city. Will forward disc and references. Box 462E, BROADCASTING.

Sportscaster, delivers saleable baseball. Thoroughly capable all phase announcing. Four years experience. Box 465E, BROADCASTING.

Hey! Good, straight staff announcer available immediately (experienced). Hear me. Box 467E, BROADCASTING.

Sportscaster—Four years experience. Seeking play-by-play coming baseball season. Married, college. Reply Room 619, 300 West Adams, Chicago.

Announcer presently employed KFWB Hollywood, California. Excellent references. Can run board. Single. No geographical restrictions. Available March 21. Write, wire, Box 500, KFWB, Hollywood, California.

Experienced announcer-copywriter. Proficient in news, disc shows, remotes with emphasis on commercials. Minimum $60.00. Mayo Fidler, 3148 Wilson Ave., Chicago, Ill. Phone Irving 8-1881.

Situations Wanted (Cont'd)

Engineer with first phone has announcing abilities. 3 months copywriting experience. Married, hard worker. Prefer southeast. Alan B. Lafler, 822 Oak St., Palatka, Florida.

Announcer trained all phases announcing. Cambridge School of Radio and NBC. Prefer area between Boston, New York, Buffalo. Herbert Mahan, Cold Spring Harbor, New York.

Young man desires position in radio. Graduate of the School of Radio Technique. Willing to accept position anywhere in U. S. southern territory preferred. Keith McNeely, 611 W. 60th St., Chicago 21, Illinois.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting. 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HArrison 0473.

Radio telephone 1st class interested in announcing and maintenance. Willing to travel. Joseph A. Ristuccia, 226 Dean Street, Brooklyn, N. Y. Ulster 5-0685.

Announcer-newscaster. Vet, 29, experienced. Specialize commercials and drama. Desires position with future. Charles Sherlock, 5342 W. Wilson, Chicago 30.

Competent announcer—3 years experience independent and network affiliate. Versatile in all phases. Bob Stanley, 953 N. Whipple St., Chicago, Ill. Phone Irving 8-7763.

Well known baseball announcer available. Exclusive broadcast rights for 50 in the AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs. Hooperating and audience response. Proven results guaranteed by the settled college and radio educated man. Call George Tav'or, Birmingham 6-6172 or Bessemer, Alabama 4866J.

Technical

Engineer—2 years transmitter, remotes. 2 years Army radio, radar experience. Graduate RCA Institutes. Presently employed. Box 125E, BROADCASTING.

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa. preferred. Box 366E, BROADCASTING.

First phone, amateur, 2¼ years college, television troubleshooting at present. No broadcast experience, married, 1 child. Prefer location near recognized engineering college. Box 406E, BROADCASTING.

Engineer, 20 years experience, 10 years of transmitter supervising and as chief engineer, at 5 kw and 15 kw ERP FM stations. Would like position as transmitter supervisor or chief engineer. Travel anywhere. Box 413E, BROADCASTING.

Experienced combination man, first phone, 3 kw transmitter operation, married, one child, 26 years old, have car. Box 420E, BROADCASTING.

Engineer, 1st phone, hard worker, will travel, television graduate. Box 426E, BROADCASTING.

Engineer, licensed. 2 years Georgia Tech. 2 years CREI, experienced in transmitter installation. No announcing. Box 435E, BROADCASTING.

Experienced first class radio operator currently with twenty kilowatt New York City FM station. References from same. Will travel. Box 442E, BROADCASTING.

Engineer, first class phone. Experienced, single, will travel. Box 446E, BROADCASTING.

Young man with first class radio telephone license, seeks position. Willing to travel anywhere. Box 448E, BROADCASTING.

Engineer two years broadcast, three years Army radar experience. Graduate RCA Institutes. Presently employed, seeking better job. Box 452E, BROADCASTING.

First phone license. Transmitter, console, remotes. Married, car. Want to settle in northeast. Available short notice. Box 455E, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, chief engineer. Thoroughly experienced, AM-FM construction-installation-maintenance-studios-transmitter. Directional system any power. 18 years experience. Excellent references. Box 458E. BROADCASTING.

First phone, graduate of prominent radio school, will start anywhere, character references available. Box 469E. BROADCASTING.

Chief engineer with 8 years experience, all phases AM and FM including directional desires construction job. CREI graduate. F. W. Bacon, Burt, Iowa.

Engineer, experienced, console, transmitter. Young, single, do not smoke or drink. Salary secondary. Eugene Brown, Alden, Iowa.

Engineer, 1st phone, graduate of FM and television, single, veteran, willing to travel, available immediately, Leander Butkiewicz, Kettle River, Minnesota.

Available immediately—Engineer, 1st phone, 10 months experience, veteran, seeking permanent position eastern states. Phil D'Ambrosio, 439 East 121 St., New York, New York.

Transmitter console some announcing. Two years exp. first class, married, two children, age 23, car, midwest preferred. Dwane Decker, KISD, Sioux Falls, S. D.

Engineer, 1st phone. 3 months studio and transmitter experience. Married, hard worker. Can copywrite and some announcing. Alan B. Lafler, 822 Oak St., Palatka, Florida.

Engineer, first phone, class A ham, 8 months experience, single, Richard Roeder, 424 Raritan Ave., Highland Park, N. J.

Position wanted in broadcast station. Graduate of reliable radio school. Have a first class radio license. Unexperienced. Richard Webb, McLeansboro, Illinois.

Holder first phone seeks permanent broadcast position. Two years experience, Army 500 watt AM, 150 watt FM, will travel. Ernest C. Wood, 288 Fifth Avenue, Brooklyn, N. Y. ST. 8-5739.

Production-Programming, others

Three years . . . from first day at mike to present position as station manager. Now 29. Experienced with affiliates and independents. Have good job. Fine employer, but too many duties. Programming my specialty. Listen to reasonable offer involving programming, production or promotion in radio or allied field. No hurry. Box 275E. BROADCASTING.

Production director, young, experienced, versatile, wants connection with progressive station. Box 364E. BROADCASTING.

Production man, music director wants new position. Experienced with 250 watt station. BS and MA Music Degrees. Will travel. Box 407E. BROADCASTING.

High caliber organist of theatre, nightclubs and radio desires position as director of music. Has had own show. University educated in radio and TV, distinctive voice, all phases of radio and TV. Union, available after June. N. Y. area. Will not travel unless outstanding opportunity. Box 410E. BROADCASTING.

Combination man with continuity and programming experience wants position with chance to advance on small station. Box 418E. BROADCASTING.

Southwest—Southern California managers: Three doctors have advised me to seek employment in your area. I am currently sports director of progressive New York independent. Have experience on network stations, staff work, programming and of course virtually all sports. My present employers will attest to my ability. Can you help? Box 424E. BROADCASTING.

Experienced eastern metropolitan independent program director seeks worthwhile opportunity, pleasant environment. Young, family man. Box 441E. BROADCASTING.

Missouri graduate, radio major, wants job with future. Heavy on sports, good rewrite, reporter. Will go anywhere. Available immediately. Box 443E. BROADCASTING.

Situations Wanted (Cont'd)

Television

Technical

Television studio technician. 4 years electrical and radio schooling, transmitter maintenance in the Air Force. Inspector of radio for the Navy Dept., trouble shooter on electronic test equipment, graduate of Television Workshop, as video and audio operator, switcher, boomman, cameraman, floormanager and films. Box 440E, BROADCASTING.

Director film operations. 16 years camera experience, all 16 & 35mm, sound, silent, newsreel, production, edit-cut all film, color, B&W, neg, pos, rev. Can set up, direct newsreel operation, commercials, etc. Have managed theatres, many years projection experience; know agency operation, promotion, publicity, radio repair experience. Past 4 years in TV. Available May 1. Box 468E, BROADCASTING.

Production-Programming, others

Desire any position TV station. Experienced direction, production, camera, remotes, traffic, all phases TV. Veteran, married, 27, want permanence. Best references. Will travel. Box 404E, BROADCASTING.

New York TV experience—direction, production, film, editing. Married, 28, reliable, enthusiastic. Seek permanency anywhere for livable wage. Box 405E. BROADCASTING.

For Sale

Stations

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Son, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

Used AM and FM equipment: General Electric 2 kw FM amplifier, model 4 BT 3A-1, used approximately two years. Excellent condition. Also, 250 watt AM Temco transmitter, converted to broadcast specifications, approved for broadcast by FCC during war. Complete except tubes and crystals. Make reasonable offer to Box 312E, BROADCASTING.

Andrew coaxial conductor. Have 16 20-foot lengths of 3⅛" coax never unpacked from original cases. 25% off list price if you take the lot. FOB northern Indiana. Box 323E, BROADCASTING.

For sale: 285 ft. guyed uniform cross-section composite tower. Complete with A-3 lighting, but less base insulator. Similar to, but stronger than any made. First class condition. In use until Oct. 17, 1949. Priced to sell complete $1,500 with lighting. Box 411E, BROADCASTING.

For sale. One RA-250 Raytheon 250 watt transmitter, slightly used and in good condition. Any reasonable offer will be considered. Available around May 1. Write, wire or phone Ted Froming, Chief Engineer, KAFY, Bakersfield, California.

Complete 250 watt Western Electric transmitting installation in excellent condition. Includes tower. $4500 F.O.B. Tulsa. Write KOME, Tulsa, Oklahoma.

For sale: An RCA type 69C distortion and noise meter in first class condition. Price $200 F.O.B., Muncie, Indiana. Radio Station WLBC, Muncie, Indiana.

For sale—Available immediately 200 foot Wincharger 101 guyed tower complete with lighting and tuning unit. Price only $1100.00 as it stands F.O.B. Frankfort. Write, wire or phone W. W. Robinson, WFKY, Frankfort, Kentucky.

For sale, best offer, all or part. One portable Soundmirror tape recorder, one Rek-O-Kut recording table, one Rek-O-Kut M-5 overhead 16" mechanism, one Rek-O-Kut R8-A recording amplifier. All like new. Nocturne Productions, 88 Diamond Bridge, Hawthorne, New Jersey.

WE 503B-2, 1 kw FM transmitter, 54A 4 bay cloverleaf antenna, Hewlett-Packard 335B FM monitor, RCA 76B-2 console. All half price or less. WAGE, Chief Engineer, Lowe Bldg., Syracuse, N. Y.

For Sale (Cont'd)

For sale—165 foot Wincharger tower with lights and guys and 250 watt transmitter. Both in perfect condition and available now. WDBC, Escanaba, Michigan.

$12,750 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Wanted to Buy

Stations

Will purchase exclusive market local station, east or midwest. Not interested in present income if market has potential. Information and price confidential. No agents. Box 419E, BROADCASTING.

Wanted—Local or regional station in over 75,000 market by experienced broadcaster. Will buy control and manage or purchase outright if necessary. Box 463E, BROADCASTING.

Equipment, etc.

Want used one kilowatt AM transmitter suitable for standby operation. Also used 10 KVA 220 volt gasoline or Diesel standby generator. Contact Chief Engineer, KMAC, San Antonio, Texas.

Wanted, in good serviceable condition, GR 1931-A modulation monitor, GR 916A bridge, GR 1181A monitor, GR 1932-A distortion meter, WE 1126-C amplifier, WE 94-D amplifier, WE 25-B console and power supply, RCA 70C or 70D turntables, RCA WX-2B or WX-2C field meter, WE 2-A phase monitor. Radio Station WLAP, Lexington, Ky.

Help Wanted

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

MAJOR PRODUCER OF TRANSCRIBED SHOWS WANTS SALESMAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $20,000 per year. Ample drawing account against commissions furnished. Radio sales background required. Give complete sales and personal background. Attach photograph if possible.

BOX 171E, BROADCASTING

SALESMAN WANTED
AM & TV

. . . for 50,000 watt radio station in major Atlantic Seaboard market —(not New York). Give details regarding sales record and experience. Must have previous record of results.

BOX 470E, BROADCASTING

(Continued on next page)

Help Wanted (Cont'd)

TRAVELING SALES REPRESENTATIVE FOR LEADING TRANSCRIPTION COMPANY

Liberal commissions. Territories open: South, Southwest, New England, Dakotas, Colorado, Montana, Wyoming, Maryland, Virginia, Delaware, Nebraska, Missouri, Kansas. Send photo and references. Big opportunity for right men with auto.

BOX 471E, BROADCASTING

Announcers

ANNOUNCER—EMCEE

Large midwestern AM-TV operation needs personable, experienced announcer-emcee for "personality" roles on both radio & TV. Salary open. Send recording, photos and background to Box 408E, BROADCASTING.

Production-Programming, others

Promotion and Research Manager Wanted, a qualified man to do the combination job for a large southern metropolitan station. Will work directly with station director. Send pictures, references, experience first letter.

BOX 472E, BROADCASTING

Situations Wanted

Announcers

AM I THE MAN YOU ARE LOOKING FOR? LOYAL, HONEST, RELIABLE, EFFICIENT. Experienced newscaster, announcer and special events man with B.A. Degree and a sound business background desires position where one or all of these qualifications can be utilized.
Adaptable for present assistant or future administrative or executive position.
Family man, age 35, who has faith in his ability and the future of radio.
Trial package of one week's services offered free. Available April 1st. All replies acknowledged.

BOX 464E, BROADCASTING

Employment Service

NOBODY LOVES THE DISC JOCKEY!

Nobody but us, that is. We're a talent agency specializing in disc jockeys. In fact, far as we know—we're the *only* D. J. talent agency in the business.

If you feel, as we do, that D. J.'s will be here for a long, long time—maybe we should get together. We can do two things for you—(1) If you have a D. J. job open, we can find the right man for it—(2) If you have a time-slot that isn't doing right by you, we can provide a complete D. J. *package*—an experienced man plus a show-format that has been dollar-tested in stations like your own.

Just drop us a note. Tell us what you want, how much you want to pay. We'll do the rest. No ads for you to run, no wasted interviews, no transcriptions to return, no false alarms to chase after. We do everything for you. *You* pay us nothing.

Kaye-Deutschman, Inc.

1440 B'way, N. Y. 18, N. Y.

—EVERYTHING IN DISC JOCKEYS—

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.
"established in 1934"

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

BANK RADIO

Survey Finds Rising Use

MORE than 3,000 commercial banks —or about one out of every four banking firms in the U. S.—are expected to use radio this year, according to a survey of 1950 bank advertising completed by the American Banking Assn.

Out of a total of 3,800 banks responding to the survey, about 862 said they planned to use radio advertising, ABA said. Projecting this proportion to the total of 14,500 commercial banks in the country, about 3,200 excluding mutual savings banks, will allocate a portion of their advertising budget to radio.

Banks are expected to push such services as regular checking and savings accounts and auto mortgage and personal loans in that order.

Radio executives desiring to obtain a detailed analysis of 1950 bank advertising plans should write to ABA's public relations council, 12 E. 36th St., New York 16, N. Y.

An allocation of $39 million will be set aside this year for advertising purposes, falling under the $40 million mark set in 1949. Radio ranks fifth in use of media, according to ABA's survey.

BAB SALES DATA

Women's Shows Value Is Stressed

AN elaborate sales presentation on "Radio's Feminine Touch," first of a series designed by Broadcast Advertising Bureau to stress the value of particular types of programs, has been mailed by BAB to over 300 member stations.

The 32-page desk-top brochure will be distributed to national advertisers and agencies, along with a new directory compiling facts on over 700 women's programs now on the air. Directory was compiled by BAB cooperating with Assn. of Women Broadcasters, in response to requests from agencies and advertisers. About 1,000 copies of the brochure will be mailed.

Stations will be charged $7.50 per copy for the presentation in order to defray partially the bureau's expenses in connection with the project.

Measuring 11 by 14 inches and containing headline copy and bold illustrations, presentation provides case histories and other documentary data for advertisers. Pages are doubled and by unfolding the inner pages the sales presentation becomes a promotion piece.

Front cover of the new 32-page sales presentation.

Cites Advantages

Copy points out eight specific advertising advantages in women's programs. Program ads (1) reach a responsive group of women; (2) get immediate results; (3) bring rapid acceptance of advertising claims and quick demand for goods; (4) register believable, lasting impressions; (5) increase and broaden the advertising budget; (6) add human interest sales power; (7) turn loyal listeners into loyal customers; (8) deliver influence and impact on buying minds of women.

Other types of programs slated for future treatment in the copy series are news, sports, farm and transcribed shows. Copy was written by Lee Hart, retail specialist now on leave from BAB, as a cooperative project under supervision of BAB Director Maurice Mitchell.

HAMMOND NAMED

Gets Raytheon Sales Post

CURTIS R. HAMMOND, prominent sales figure in radio and TV receiver manufacturing fields, has been appointed equipment sales manager of Raytheon Mfg. Co.'s Receiving Tube Div., with headquarters in Chicago. He will take charge of sales of radio receiving tubes and cathode ray picture tubes to equipment manufacturers. Direction of tube sales will be centered at Raytheon's Chicago warehouse.

Clifford H. Morse, reporting to Mr. Hammond, will continue to service the radio and television setmakers on the East Coast, with headquarters at Newton, Mass. Mr. Hammond joined the company in 1945 after serving 13 years in sales and sales engineering work with Ken-Rad Tube & Lamp Corp.

KPAB CASE

Injunction Request Denied

REQUEST of KPAB Laredo, Tex., to secure an injunction against FCC's proceeding to revoke the station's license was denied Feb. 28 by Judge Edward A. Tamm of the U. S. District Court for the District of Columbia. Meanwhile, the Commission postponed its KPAB hearing from March 6 to March 21. FCC has charged KPAB with transfer without approval.

KPAB contended that FCC's hearing was premature and violates principles of the Administrative Procedure Act. In its request for injunction, KPAB contended it should be notified of the errors FCC alleges it has committed and first be allowed to correct them in good faith before such drastic action as revocation is ordered [BROADCASTING, Feb. 27].

FCC argued the Communications Act's provisions detailing revocation procedure allow adequate judicial relief and hence KPAB's injunction request was out of order. FCC also explained the legislative background of the Administrative Procedure Act shows this act was not intended to set aside administrative and judicial procedures specifically established in older statutes, and in this case the Communications Act.

Miles Renews

MILES Laboratories Inc., Elkhart, Ind. (Alka-Seltzer, One-A-Day Vitamins), has renewed for 52 weeks NBC's *News of the World*, featuring Morgan Beatty Monday through Friday, 7:15 p.m. (EST). Account is handled by Wade Advertising Agency, Chicago.

Docket Actions . . .

OPINIONS AND ORDERS

WPIT Pittsburgh, WKYW Louisville, Ky., WACE Chicopee, Mass., WIVY Jacksonville, Fla.—By memorandum opinion and order denied applications of WPIT WKYW WACE WIVY for ISA to operate respective daytime stations during nighttime hours. Order March 7.

Marmat Radio Corp., Bakersfield, Calif.—Stanislaus County Bcstrs., Modesto, Calif., Central Valley Bestrs., Merced, Calif., and Pittsburg Bcstg. Co., Pittsburg, Calif.—By memorandum opinion and order granted petition of FCC General Counsel to reopen record in matter of Marmat Radio Co., and Stanislaus County Bcstrs. Inc.; vacated and set aside initial decision in proceedings released Aug. 30, 1949 insofar as it pertains to these applications and same designated for further hearing in Washington April 3. Made final initial decision insofar as it pertains to application of Central Valley Bcstrs. for new station, denied for default; dismissed as moot petition for rehearing by Pittsburg Bcstg. Co., and denied petition of County of Kern to intervene. Action was taken by Commissioners Coy, Walker and Sterling with Commissioner Jones concurring. Order March 7.

Non-Docket Actions . . .

AM GRANTS

Hilo, Hawaii—Island Bcstg. Co., granted 850 kc, 1 kw fulltime; estimated construction costs $18,300. Co-partners: John D. Keating, head of own Seattle station representative firm, and J. Elroy McCaw, 50% owner KELA Centralia, Wash., one-third owner KYAK Yakima, Wash., and 21.5% owner KLZ Denver, Col. Granted March 7.

Grand Coulee, Wash.—Carl F. Knierim granted 1400 kc, 250 w SH. Estimated construction cost $10,260. Mr. Knierim sole owner of station is powerhouse operator at Coulee Dam. Granted March 7.

Phoenix, Ariz.—Howard M. Loeb granted 1230 kc, 250 w unlimited. Construction cost $36,050. Mr. Loeb was formerly one-half owner WFDF Flint, Mich., and now owns Melody Music Shops Inc., music and radio store. Granted March 7.

Roseburg, Ore.—Umpqua Bcstrs. Inc., granted 1240 kc, 250 w unlimited. Estimated construction cost: $16,250. Principals in corporation include Donn W. Radabaugh, ½ owner Umpqua Amusement Co., theatre operator, president 12.5%; Nancy Edith Radabaugh, 12.5%; Lon D. Hunt, acting postmaster at Sutherlin, Ore., 12.5%; Margaret G. Hunt, secretary-treasurer 12.5%; Harold D. McKay Jr., ex-commercial manager KRNR Roseburg, 25%; Donald W. Helliwell, with Lockwood Motors, vice president 12.5%; Iris Rice Helliwell ex-assistant manager KRNR, 12.5%. Granted March 7.

Houlton, Me. — Aroostook Bestg. Corp., granted 1340 kc, 250 w unlimited. Estimated cost of construction $26,646. Principals in corporation include: Harry E. Umphrey, Aroostook Potato Growers, president 20.6%; Vaughan P. Currier, branch manager Maine Public Service Co., .004%; Lester E. Hughes, chief engineer Aroostook Bcstg. Corp., technical advisor, .002%; Francis J. Reardon, Reardon Potato Co., Belmont, Mass., 20%; Harold D. Glidden, general manager and salesman Aroostook Bcstg. Corp., secretary - treasurer 39.6%. Granted March 7.

KIKI Honolulu, T. H.—Royal V. Howard, granted 860 kc, 250 w unlimited. Estimated cost of construction $9,750. Mr. Howard is a consulting engineer and was formerly director of NAB Engineering Dept. Previously granted Jan. 5 [BROADCASTING, Jan. 9, p. 21] and later set aside [BROADCASTING, Jan. 23]. Granted March 7.

Savannah, Ga.—Eurith Dickinson Rivers Jr., granted 900 kc 1 kw daytime. Estimated construction cost: $26,140. Mr. Rivers is operator of WEAS Decatur, Ga. Granted March 7.

Springfield, Tenn.—The Springfield Bcstg. Co. Inc. granted 1430 kc, 1 kw daytime. Estimated construction cost: $17,705. Equal owners include: Walter A. Duke, chief engineer WMMT McMinnville, Tenn., president; William N. Locke, chief yeoman U. S. Navy, vice president; Mrs. D. Hoyte Bell, with General Shoe Corp., Tullahoma, Tenn. Granted March 7.

Carroll, Ia. — Carroll Bcstg. Co., granted 1380 kc, 1 kw unlimited, directional. Estimated construction cost: $45,874. Principals: Vincent Collinson, farming and cattle feeding, 25%; Milford Collinson, farming and cattle feeding 25%; Marvin Collinson, farming and cattle feeding, 25%; C. Everett Bliss, Bliss Firestone Dealer Store, 25% Granted March 7.

Minot, N. D.—North Dakota Bestg. Co. Inc. granted 910 kc, 1 kw unlimited directional night. Estimated construction cost: $41,000. Jamestown Bestg. Co., licensee KSJB Jamestown, N. D. is 97.40% owner of North Dakota Bestg. Co. John Boler president of Jamestown Bcstg. presently holds CP for new station at Charlotte Amalie, V. I. Granted March 7.

Midland, Tex.—Jack Cecil, granted 1150 kc, 1 kw daytime. Estimated construction cost: $18,000. Mr. Cecil is radio engineer and announcer. Granted March 7.

Paris, Tex.—Lamar County Bestg. Co., granted 1250 kc, 500 w daytime. Estimated construction cost: $19,550. Principals include: Cecil Hardy, manufacturer of electronics equipment, 60%; Charles L. Cain, 75% owner KCNY San Marcos, 10%; J. T. Smith, mechanical supervisor Southern Pacific Railroad, 10%; O. E. Smith, 10%; and Merl Saxon, 10%. Granted March 7.

Chanute, Kans.—Chanute Bestg. Co., granted 1460 kc, 1 kw daytime. Estimated cost of construction $17,750. Principals include: H. Edward Walker, commercial manager KVLH Pauls Valley Okla.; R. Phil Crenshaw, general manager KVLH; George A. Rountree, chief engineer KVLH; James T. Jackson, president KVLH. Granted March 7.

WVEC Hampton, Va.—Granted permit to change from 1050 kc, 250 w day to 1490 kc, 250 w unlimited. Granted March 7.

KBUC Corona, Calif.—Granted modification of license to use directional nighttime only.

KTYL Mesa, Ariz.—Granted switch in facilities from 1450 kc, 250 w unlimited to 1310 kc, 1 kw day, 500 w night DA-N.

WKYB Paducah, Ky.—Granted permit to change from 800 kc, 1 kw day to 570 kc, 1 kw day, 500 w night DA-2.

WEIM Fitchburg, Mass. — Granted permit to change from 1340 kc, 250 w unlimited to 1280 kc 1 kw unlimited DA-2.

KENO Las Vegas, Nev.—Granted permit to change 1400 kc, 250 w unlimited to 1460 kc, 1 kw unlimited DA-N.

WDSM Superior, Wis.—Granted modification of CP to use DA-N instead of DA-2.

FM GRANTS

New York—Crosley Bestg. Corp., granted new FM station Ch. 286 (105.1 mc), ERP 10.5 kw, ant. 640 ft. Estimated cost of construction $42,450. Crosley Bestg. Corp. is licensee of WINS that city. Granted March 7.

New York—Atlantic Bestg. Co. Inc., granted FM station Ch. 294 (106.7 mc), ERP 10 kw, ant. 640 ft. Estimated construction cost $61,300. Atlantic Bestg. Co. is licensee of AM outlet WHOM Jersey City, N. J. Granted March 7.

New York—Debs Memorial Radio Fund Inc., granted FM station Channel 298 (107.5 mc), ERP 12.5 kw, ant. 610 ft. Estimated construction cost $166,564. Debs Memorial Radio Fund Inc., is licensee of AM station WEVD New York. Granted March 7.

New York—Ebbets-McKeever Exhibition Co. Inc., granted FM station Channel 290 (105.9 mc), ERP 19.5 kw, ant. 470 ft. Estimated construction cost $59,862. Ebbets-McKeever Exhibition Co. owns the Brooklyn Dodgers. Granted March 7.

OPERATIONS SUSPENDED

WMMJ Peoria, Ill.—Granted assignment of license from Mid-State Bestg. Co. to Julian B. Venezky, receiver. Station authorized to remain silent an additional 60 days from Feb. 21, during which time assignee must file application for consent to assign license to its ultimate purchaser. WMMJ was previously granted request to cease operation from Oct. 23, 1949 to Dec. 29, 1949 [BROADCASTING, Oct. 31, 1949, p. 35]. WMMJ is assigned 1020 kc, 1 kw daytime. Granted March 7.

KGFN Grass Valley, Calif.—Joe D. Carroll granted authority to remain silent for 30 days from March 1, pending financial reorganization. Granted March 7.

KHBR Hillsboro, Tex.—Hill County Bcstg. Co., granted request to continue to remain silent to April 15. If station is not in a position to resume operation at that time, it will be deemed to have abandoned its license. Station has been inoperative since Dec. 31, 1949, pending financial reorganization [BROADCASTING, Jan. 9].

TRANSFER GRANTS

KBTV (TV) Dallas, Tex.—Granted assignment of license from Tom Potter d/b as Potter Television Bcstg. Co. to A. H. Belo Corp., for a consideration of $575,000. A. H. Belo Corp., is licensee of WFAA-AM-FM Dallas. Mr. Potter finds his extensive business interests require more of his attention than demands of the television station will allow. KBTV is assigned Ch. 8 (180-186 mc), 13.5 kw aur.; 27 kw vis. Granted March 7.

WLIV (FM) Providence, R. I.—Granted transfer of control in Colonial Bestg. Co., licensee from Augustus M. Wilson and 11 others to Narragansett Bay Bcstg. Co., licensee of WDEM there for $13,500. WLIV is assigned Channel 299 (107.7 mc). Granted March 7.

WERI Westerly, R. I.—Granted assignment of license from Paul Oury to Radio Westerly Inc., for consideration of $71,000. Principals in Westerly include: Richard G. Moore, president E. J. Pinney Co., contractors, president 20%; Lee S. Greenwood, in engineering and development, treasurer 10%; Albion W. Warren Jr., industrial editor Brown Pulp & Paper Co., Berlin, N. H., secretary 25%; Warren M. Greenwood, as-

(Continued on page 76)

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 9

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,110	2,079	187		304	267
FM Stations	714	492	267	*5	48	24
TV Stations	101	35	75		348	182

* Three on the air.

* * *

FCC Actions

(Continued from page 60)

March 9 Applications . . .

ACCEPTED FOR FILING

AM—600 kc

KTBB Tyler, Tex.—CP AM station to change from 600 kc 500 w D to 600 kc 1 kw unl. DA-N AMENDED to request 600 kc 1 kw-D 500 w-N.

AM—1230 kc

KXRN Renton, Wash.—CP AM station to change from 1220 kc 250 w D to 1230 kc 250 w unl.

License for CP

WTEL Philadelphia—License to cover CP to change frequency and hours of operation.

WILS Lansing, Mich.—License to cover CP change power, hours of operation etc.

AM—610 kc

KWIE Kennewick, Wash.—CP AM station to change from 1230 kc 250 w unl. to 610 kc 1 kw unl. DA-N.

License Renewal

Request for license renewal new AM station: WKLF Clanton, Ala.; WCNX Middletown, Conn.; WFLA Tampa, Fla.; KDHL Faribault, Minn.; KMBC Kansas City, Mo.; WKVA Lewistown, Pa.; WPEN Philadelphia; WNOW York, Pa.; WTMA Charleston, S. C.; KTW Seattle; WKNA Charleston, W. Va.; WRC Washington; WCOC Meridian, Miss.; WKPA New Kensington, Pa.; KDET Center, Tex.; WDVA Danville, Va.; KVAN Vancouver, Wash.

Modification of CP

Mod. CP new FM station for extension of completion date: KSFH San Francisco; WNAC-FM Boston; WCAL-FM Northfield, Minn.; KTOK-FM Oklahoma City; WERC-FM Erie, Pa.; KGKB-FM Tyler, Tex.; WLEE-FM Richmond, Va.; WGBS-FM Miami, Fla.; WFMX LaSalle-Peru, Ill.; KRNT-FM Des Moines.

WWJ-TV Detroit—Mod. CP new commercial TV station for extension of completion date to 6-15-50.

License for CP

WMOR Chicago—License to cover CP new FM station.

WBUR Boston, Mass. — License to cover CP new noncommercial educational FM station.

Modification of License

KWKW-FM Pasadena, Calif.—Mod. license FM station to change name to Southern California Bcstg. Corp.

APPLICATION RETURNED

License Renewal

WBAA W. Lafayette, Ind.—Purdue U. returned application for license renewal.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

HELP WANTED
Chief Engineer

Minimum 10 years experience AM and FM with technical curiosity about TV construction installation, technical equipment transmitter control room equipment to assume full responsibility technical operation Radio Stations KFH—KFH-FM, Wichita, Kansas. Supervision 8 IBEW engineer operators. Do not telephone or come to Wichita but first write letter application complete details education, experience, age, with at least 10 people whose recommendations will count. Enclose recent photograph. Salary commensurate with experience and ability. Address:
Frank V. Webb, General Manager

Beautiful California City

Profitable Independent—$50,000.00

This attractive independent station making some money is the only station in one of California's most beautiful cities. 1949 retail sales approximately $50,000,000.00. Serves adjacent areas with income twice that amount. Beautiful stores, high income groups, ideally located, both climate and living conditions. Approximately one half cash, balance over period of years.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Roundup

(Continued from page 75)

Decisions Cont.:

sistant manager and program director WHAV Haverhill, Mass., and Richard G. Moore and Lee S. Greenwood jointly 19%. WERI is assigned 1230 kc 250 w unlimited. Granted March 7.

KRDU Dinuba, Calif.—Granted acquisition of control by Egon A. and David L. Hofer of Radio Dinuba Inc., from John M. Banks, Donnelly C. Reeves and Troy Banks for $18,182.78. The Hofers originally held 32.5% and transfer increases their holdings to 50% each. KRDU is assigned 1130 kc, 250 w daytime. Granted March 7.

WSHB Stillwater, Minn. — Granted transfer of control in St. Croix Bcstg. Co., licensee, from Nicholas, Victor and Albert S. Tedesco to William F. Johns Sr., 15% owner WOSH Oshkosh, Wis. Mr. Johns pays $58,000 for 67.5% of stock. William F. Johns Jr., WSHB manager retains his 22.5% interest and James W. Hobbins continues to hold 10%. WSHB is assigned 250 w day on 1220 kc. Granted March 7.

WITA San Juan, P. R.—Granted transfer of control in Electronics Enterprises Inc., licensee, from Virgle H. Meador and Gloria I. Meador to Antonio A. Valdivieso. Mr. Valdivieso prior to transfer held 50% of stock and buys the Meadors 50% for $12,500 plus responsibility of such debts as Electronics Enterprises may have. WITA operates with 250 w on 1400 kc. Granted March 7.

KPHO Phoenix, Ariz.—Granted relinquishment of control in Phoenix Bcstg. Inc., by Rex Shepp to Citizens Pub. Co., Erskine Caldwell and George W. Chambers through issuance of additional shares of stock. Prior to transfer Mr. Shepp held 50% and transfer reduces his holdings to 43%. KPHO is assigned 5 kw on 910 kc directional night. Granted March 7.

Deletions . . .

ONE AM AUTHORIZATION was reported deleted last week by FCC. Total dropouts to-date this year: AM 16; FM 23; TV 1.

KXXL Reno, Nev.—Station KXXL. CP Feb. 28. Renewal of license denied by FCC on grounds of transfer without consent [BROADCASTING, Feb 6, p. 109].

RACE RESULTS

Restrictive Bill Underway

A BILL designed to ban the dissemination of race results for illegal purposes is being drafted by the FCC in cooperation with the Justice Dept.

Authorities said it has not been decided whether the recommended legislation would affect broadcast operations directly or only through restrictions which might be imposed upon the wire services. In any event it was felt the wire services would be more directly concerned.

Benedict P. Cottone, FCC general counsel and one of the speakers at the Attorney General's Conference, has been named to the Conference Legislative Committee. The legislation currently being drafted probably will be considered when the committee meets in Washington March 16-17.

In one of the most recent official rulings by the Commission itself on the question of horse-race information via broadcast stations, FCC held that "the intent or design to assist the carrying on of illegal activities must be reasonably evident." That was the so-called "WWDC Washington decision" of January 1948.

The issue of broadcasts of race results also is raised in pending cases, including one involving WTUX Wilmington, Del. [BROADCASTING, Dec. 26, 1949.]

February Box Score

STATUS of broadcast station authorizations and applications at FCC as of February 28 follows:

	AM	FM	TV
Total authorized	2,254	762	110
Total on the air	2,110	722	100
Licensed (All on air)	2,072	495	35
Construction permits	182	262	75
Conditional grants		5	
Total applications pending	1,095	196	398
Requests for new stations	315	43	348
Request to change existing facilities	289	37	14
Deletion of licensed stations in January	2	5	
Deletion of construction permits	4	3	
Deletion of conditional grants			

License Fees

(Continued from page 23)

to develop fully the facts in relation to the cost of these services and as to proper fees that should be charged therefor.

Sen. McClellan emphasized, however, that it is not the intention of the committee to assess "any charge for ordinary and normal governmental services." On the other hand, he said, costs "over and above services for which the government is essentially responsible (would be) borne by the recipents and beneficiaries thereof."

A good many governmental departments will come under the committee's search. Included are the National Bureau of Standards and the Bureau of the Census. The latter's activities which perform services for any "special interest" would come under Sen. McClellan's category of services liable. The Bureau begins a nationwide count of radio and television sets on April 1 for the 1950 decennial census (see story page 38).

FCC Asked For Data

The FCC has been asked by the committee to provide data on service costs, present charges for any services rendered, the nature of services, how many stations would be affected should fees be recommended, and how large a fee would be applicable, the committee spokesman said. Of particular importance to the committee are FCC inspection services dealing with "transmitter devices and devices and receiving equipment."

The committee, at this point, the spokesman added, believes religious and educational-owned stations would be exempt from any such proposed fee.

Staff investigators have no time limit to their probing. However, it was indicated that complete information may be obtained from departments polled in about "several weeks." It also was pointed out that an attempt to impose license fees on stations was made in 1932 when the House passed a bill embodying such proposals, subsequently killed in the Senate.

The committee said that when hearings are called "industry spokesman will be afforded an opportunity to testify."

CKTB St. Catherines now operating with 1 kw directional antenna on 620 kc, having moved from 1550 kc.

FCC GRANTS

Coast Regionals Set Aside

REGIONAL grants on 970 kc, recommended for Bakersfield and Modesto, Calif., last summer, were set aside by FCC last week upon grounds that new evidence shows they may interfere with one another [BROADCASTING, Aug. 29, 1949]. Further hearing was ordered.

Marmat Radio Co., operator of KMAR (FM) Bakersfield, and Stanislaus County Broadcasting Co., Modesto, are the applicants involved. In the initial decision of Hearing Examiner Leo Resnick, Marmat received proposed grant for 1 kw night, 5 kw day, directional day and night on 970 kc, while Stanislaus received proposed grant on that channel with 1 kw fulltime, directional day and night. FCC denied for default the bid of Central Valley Broadcasters for 1 kw daytime on 980 kc at Merced, Calif.

The initial grants were set aside upon petition by FCC's general counsel, who contended that new soil conductivity measurements in that area show "severe co-channel daytime interference would exist" if both stations were finally granted.

Number Show

(Continued from page 25)

security numbers enter broadcast programming? "Take Birmingham, for example," Mr. Harris said. "Glenn V. Tingley, president of WKAX, phoned the other day. He had 3,000 phone calls the first day. Phones were jammed and the station couldn't do business.

"Then Mr. Tingley had an idea. The station went on the air with a request that listeners call their independent neighborhood grocers if they wanted to check up on numbers that had been read on the air."

Mr. Tingley told BROADCASTING at the weekend that station salesmen had not been able to contact 100 stores that wanted in on the program. "I've never seen business roll in like this," he added. "We have signed 93 new accounts, approved and placed them on the books in the last two weeks. They are given brief, institutional copy, one sponsor before and one after each program.

"Three operators are assigned to answer telephone queries. They promise inquirers a list of 'approved stores' and suggest the store owners be urged to contact the station if not among the sponsors. Numbers are posted in stores after they are read on the air." WKAX charges $5 to $10 a spot, depending on size of sponsor's store, Mr. Tingley said.

Mr. Harris said that in Tulsa employes of many firms insist that company auditors check the numbers off the air hourly and watch for the workers' numbers. Someone has started a number-listening service, charging $1 (see illustration page 25).

"The impact in one city is so terrific that a competing station manager has approached us to see if he could buy up the contract," Mr. Harris said.

Officials of Social Security Administration in Washington said they had studied a similar idea once before at the request of a large advertiser. They indicated they would rather not have such use made of account numbers since they try to impress holders on the need of keeping cards in safe places and don't like the idea of people carrying their cards around because of radio programs.

Chances Explained

It was explained that since cards are based on a nine-digit formula (999,999,999 possible numbers) and only 90 million are out, the chance of a number representing an active card is one in 11 if the full number is read. Then there is the danger of people getting several cards through deceptive practices. Though SSA has a master index check, deception is possible if phoney names are used. The index has over a million Smiths, for example.

In Baltimore the Better Business Bureau looked into the plan after a Kentucky city had made an inquiry. The bureau indicated it was not interested since it could find no misrepresentation.

Stations listed by the Arnold agency as present users of the plan are:

WIKY Evansville, Ind.; WIBB Macon, Ga.; KFMJ Tulsa; KSTL St. Louis; WAEB Allentown, Pa.; WBMD Baltimore; WICC Bridgeport, Conn.; WLEE Richmond, Va.; WSRS Cleveland; WJOB Hammond, Ind.; WWSO Springfield, Ohio; WKAX Birmingham; WCUM Cumberland, Md.; KPOA Honolulu; WRIB Providence, R. I.; WWDC Washington (modified version).

Legion Cites WJR

WJR Detroit was presented a distinguished service citation by Detroit's Frederick M. Alger Post No. 86, American Legion, last Wednesday for the station's "outstanding support of patriotic projects and Americanism programs." The citation was accepted by William Siebert, WJR director and secretary-treasurer. The post also announced that it had passed a resolution recommending the station for a national Legion award.

FCC Reorganization

(Continued from page 25)

he Law Bureau, these divisions urrently are headed by Assistant eneral Counsel Plotkin and Asstant General Counsel Lester W. pillane, respectively.

Within the new Office of the Chief ccountant the Commission created Accounting Systems Division nd an Economics Division, each to headed by a chief of division. he Accounting Systems Division pparently would be concerned priarily with common-carrier affairs, hile the Economics Division would lso deal with other fields under CC regulation.

The non-common carrier positons and personnel of the present ccounting Bureau's Broadcast Dision (headed by LeRoy Schaaf) nd Economics and Statistics Dision (headed by H. H. Goldin) re transferred "until further orr" to the Office of the Chief Acuntant.

Similarly, the new Office of Chief ngineer will take over non-comon carrier functions and pernnel of the present Engineering reau. These are positions and rsonnel of the immediate office the chief engineer and those of e Laboratory Division (headed by W. Chapin), Technical Research ivision (headed by Edward M. llen), and Frequency Allocation nd Treaty Division (headed by L. McIntosh).

Chief Engineer's Office

The present office of the chief gineer includes, in addition to eting Chief Willoughby, Virgil Simpson as assistant to the ief; Ralph J. Renton, U. S. mber of the North American gional Broadcasting Committee, d Braxton L. Peele, chief of the rtographic and drafting unit. sistant chief engineers are illiam N. Krebs, George S. Turnand Marion H. Woodward, who is charge of the common carrier ision and slated for a key post the new Common Carrier reau.

"Until further order" the posins and personnel of the following o were transferred from the Enneering Bureau to the Office of ief Engineer: Standard Broadst Division (headed by James E. rr); Television Broadcast Dision (Curtis B. Plummer); FM oadcast Division (Cyril M. aum); Aviation Division (headed Edwin L. White); Radio Opitor and Amateur Division (headby George K. Rollins) Marine dio and Safety Division (headed Mr. Krebs); Public Safety and decial Services Division (headed Glen E. Nielsen); and Field gineering and Monitoring Dinension (headed by Mr. Turner).

Observers felt the functions and ties assigned to the Common rrier Bureau may be taken to icate the broad type of responsility and authority which will be nted the other bureaus in their pective fields when the reorganation is completed.

The Common Carrier Bureau's functions will consist of "carrying out the common carrier regulatory program of the Commission under applicable statutes, international agreements, and rules and regulations, including the regulation of common carrier rates, services, and accounting, and the licensing of common carrier wire and radio services."

Its duties include "initiation of rules and regulations, except as otherwise specifically provided in the functions of the Offices of the Chief Accountant, Chief Engineer, General Counsel, and the Special Legal and Technical Group." The latter is a review unit composed of a half-dozen staff members who serve as special assistants to the Commissioners, aside from each Commissioner's individual legal assistant.

Other Duties

Other duties of the bureau include participation on behalf of the Commission in international conference work; provision of assistance and recommendations to the Commission, and collaboration with representatives of state regulatory commissions and with the National Assn. of Railroad Utilities Commissioners in making cooperative studies and the like.

The bureau chief's functions will include, aside from administration of bureau affairs, the initiation of policy recommendations to the Commission; the anticipation and analysis of program and policy problems; coordination of bureau activities with those of the other bureaus; maintenance of liaison with other government agencies on common carrier matters; representation of the Commission on Commission-wide and inter-departmental committes; dealing with members of the public and of the industries concerned.

Field offices of the Common Carrier Bureaus will be located at New York, Atlanta, St. Louis, and San Francisco. A chief will be named for each.

The broad overall functions of the General Counsel, Chief Engineer, and Chief Accountant under the new organization will be delineated as the realignment progresses. With respect to common carrier matters their duties are similar in their respective fields. For the General Counsel, these were listed as follows:

1. To advise and represent the Commission in matters of litigation.

2. To advise and represent the Commission, and to coordinate and make recommendations to the Commission on proposed legislation and international agreements with which the Commission is concerned.

3. To interpret the statutes, international agreements, and regulations affecting the Commission and the Commission's regulations and to advise the Commission (including the Common Carrier Bureau) as to the authority and power the Commission possesses under such statutes, agreements, and regulations.

4. To formulate and make recommendations on procedural rules of general applicability; review all rules for consistency with other rules, uniformity, and legal sufficiency.

5. To conduct research in legal matters as directed by the Commission.

6. To participate in and render advice to the Commission in proceedings and matters involving rule-making which concern jointly the common carrier services and any services other than common carrier.

7. To maintain liaison with other agencies of government on common carrier matters.

8. To provide representation for the Commission on Commission-wide and inter-departmental committees.

9. To deal with members of the public and of the industries concerned.

10. To perform such other duties as may be assigned or referred by the Commission.

11. To exercise such authority as may be assigned or referred by the Commission pursuant to Sec. 5(e) of the Communictions Act of 1934 as amended.

THIS pre-fabricated building, owned by the Saginaw Broadcasting Co., Saginaw, Mich., houses the transmitter and studios of WLEW Bad Axe, Mich., which went on the air Feb. 11 [BROADCASTING, **Feb. 6**].

First 15 Pacific Hooperatings—February 1950

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny (CBS)*	6	American Tobacco (BBDO)	40.9	40.8	+0.1	1
Charlie McCarthy (CBS)*	6	Coca Cola (D'Arcy)	33.1	...	...	..
Walter Winchell (2 mos.) (ABC)*	6	Wm. R. Warner (K&E)	28.7	36.4	—7.7	2
Fibber McGee & Molly (NBC)	6	S. C. Johnson & Sons (NL&B)	23.4	28.3	—4.9	3
Bing Crosby (CBS)	6	Liggett & Myers (C&W)	23.2	20.2	+3.0	8
Red Skelton (CBS)	6	Procter & Gamble (B&B) (Seeds)	22.5	13.2	+9.3	34
Bob Hope (NBC)	6	Lever (BBDO)	21.1	29.3	+0.8	7
Radio Theatre (CBS)	6	Lever (Ayer-Surf) (JWT-Lux Soap)	20.7	18.1	+2.6	13
People Are Funny (NBC)	6	B. & W. Tobacco (Seeds)	20.5	23.5	—3.0	5
Judy Canova (CBS)	6	C-P-P (Bates)	20.2	14.4	+5.8	29
Dennis Day (CBS)	6	C-P-P (Bates)	19.6	20.6	—1.0	6
Great Gildersleeve (NBC)	6	Kraft (NL&B)	19.6	11.3	+8.3	53
Phil Harris-Alice Faye (NBC)	6	Rexall (BBDO)	18.9	19.3	—0.4	10
George Burns & Gracie Allen (CBS)	6	Block Drug (Cec. & Pres.)	18.0	17.6	+0.4	16
Groucho Marx (CBS)	6	DeSoto-Ply. Deal. (BBDO)	17.7	19.4	—1.7	9

* Second broadcast on same day provides more than one opportunity to hear program.

FRANK McKINNEY

Mentioned as Army Secretary

ANOTHER broadcaster may become Secretary of the Army, it was reported last week, with mention of Frank E. McKinney, principal stockholder of WISH Indianapolis, as a prime contender for a place on the President's "little cabinet."

If named to the Army post, Mr. McKinney would succeed Gordon Gray, president and owner of WSJS Winston-Salem and WMIT (FM) Charlotte, N. C., who has resigned to accept the presidency of the U. of North Carolina [BROADCASTING, Feb. 13]. Secretary Gray plans to leave Washington in August or September.

Mr. McKinney's radio holding is one of many interests which includes part ownership of the Pittsburgh Pirates baseball club (other owners are Bing Crosby and John Galbreath of Columbus, Ohio), of which he is president, and also a presidency of an Indianapolis bank. A treasurer of the Democratic Party's organization in Indiana, Mr. McKinney had been beckoned to Washington previously to serve as treasurer of the Democratic National Committee, but he declined. He has served on a commission to study housing shortages at defense establishments, traveling to Alaska and reporting directly to Defense Secretary Louis Johnson.

According to news reports, Mr. McKinney conferred with Washington officials earlier this month, at which time the Army secretaryship offer reportedly was made.

WILLIAM WARE

Named KSTL President

WILLIAM E. WARE, former president of the now-defunct FM Assn., has been elected president of KSTL St. Louis, it was reported last week. He succeeds Frank E. Pellegrin, who becomes vice president. KSTL is assigned 1 kw daytime on 690 kc.

Mr. Ware formerly was general manager, vice president and part owner of KSWI and affiliated KFMX (FM) Council Bluffs, Iowa. It was reported he received option to purchase part interest in KSTL. Mr. Pellegrin, former director of broadcast advertising at NAB, is vice president in charge of sales for Transit Radio Inc., to which he devotes considerable time.

KOH Increases Power

KOH Reno, Nev., outlet of the McClatchy Broadcasting Co., has announced it will increase its daytime power from 1 kw to 5 kw tomorrow (March 14). Nighttime power of 1 kw will remain unchanged, the station said. KOH went on the air in 1928 with 100 w. Power was increased to 500 w when it became a McClatchy station in 1931, and to 1 kw in 1940. KOH frequency is 630 kc.

At Deadline...

MEXICO CITY SESSION ON NARBA PROPOSED

CONFERENCE in Mexico City between U. S. and Mexico to work out bi-lateral pact comparable to U. S. - Cuban treaty, in final stages at Havana late last week (story page 27), under consideration at weekend.

Both Cuban and Mexican pacts would be intended for inclusion in new overall NARBA. Suggestion made that all NARBA nations be invited to Mexico City instead of U. S., as originally planned, in effort to draw up overall treaty. It's speculative whether special delegation to Mexico City would be same as Havana delegation, headed by FCC Comr. Hyde, or some new group not identified with Havana sessions.

POLICY BOARD STUDIES FREQUENCY PROBLEMS

INITIAL PROBLEMS of organization canvassed Friday by President Truman's Communications Policy Board in group's first meeting, held at FCC [BROADCASTING, Feb. 20, 27]. Headed by Dr. Irvin L. Stewart, 1934-37 FCC Commissioner and now president of West Virginia U., board is assigned to appraise frequency use and communications problems. FCC Chairman Wayne Coy attended session where informal statements were made by representatives of various government agencies interested in use of radio. Next meeting scheduled April 20.

Before meeting Dr. Stewart met with Sens. Edwin C. Johnson (D-Col.) and E. W. McFarland (D-Ariz.), who had similar communications study underway, and entire board met with latter late Friday afternoon. Whole frequency situation and board objectives were reviewed with emphasis on international communication problems.

IMPROVEMENT CLAIMED IN CTI COLOR SYSTEM

SUBSTANTIAL improvement in operations of Color Television Inc.'s color TV system reported Friday following private showing for FCC members and staff executives. Viewers said quality of pictures—particularly color reproduction—was much better than in two earlier showings, both for official record of FCC's color hearing, though some problems in registration and in monochrome reception of color signals were still evident. CTI, CBS and RCA are competing for FCC approval of their respective systems.

Meanwhile, Theodore A. Wetzel, Milwaukee, told FCC his "compatible" color system "has advanced considerably beyond the theoretical," that he actually has transmission and reception equipment and in a few weeks will be ready to request opportunity to demonstrate. FCC earlier had turned down his bid to appear on indication his system existed only in theory [TELECASTING, Jan. 9, Feb. 27]. Mr. Wetzel said "new color striped filters are being manufactured by precision methods to replace earlier inaccurate fabricated filters" on his equipment. He claims filters do not move and will fit any size screen.

AMERICAN ON CBS

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), effective April 2 will sponsor program Sunday, 7:30-8 p.m. on CBS. BBDO, New York, is agency. Show may be *This Is Show Business* currently in that period.

WHOL REORGANIZATION OPPOSED BY EASTON

NEW REORGANIZATION proposed by WHOL Allentown, Pa., was opposed Friday by Easton Pub. Co., operator WEEX (FM) Easton, as being contrary to FCC's rules and unfair in further comparative hearing ordered by Commission on original 1947 grant to WHOL [BROADCASTING, Feb. 27]. Easton Pub., loser in competitive hearing to WHOL for 250 w assignment on 1230 kc, petitioned FCC to dismiss WHOL's transfer bid, filed in early February.

Further hearing was ordered by FCC upon remand of case following court appeal by Easton Pub. Commission among other things indicated it wished to redetermine qualifications of both applicants in view of ownership changes. Easton Pub. in petition explained WHOL ownership change to improve financial condition was approved by FCC while appeal was pending. New transfer of WHOL to group headed by Victor C. Diehm, it was said, also is to improve financial status which was one of original issues in case. Easton Pub. claimed to allow such further change would be to unjustly allow substitution of new applicant and improve competitive position of WHOL.

CHICAGO URGES UNFREEZING OF TV GRANTS TO CITY

ILLINOIS delegation in Congress and FCC notified by Chicago city officials that City Council has called for granting of full seven-station TV quota to which it is entitled under FCC's allocation. Action based on resolution first introduced by Alderman Pacini in January [CLOSED CIRCUIT, Jan. 23].

Council complained that city only has been granted four licenses though it has applications for all seven facilities. FCC freeze will grievously injure Chicago industries and residents and impair city's ability to compete against New York and Los Angeles as TV center, resolution states.

INDUSTRY TV GROUP TO MEET WITH ASCAP

NEGOTIATIONS for per program licenses covering use of ASCAP music on television to be resumed March 15 when committee of TV broadcasters will meet with ASCAP group. This will be first meeting since Christmas as ASCAP officials have been fully occupied with working out details of consent decree to provide clearance at source on motion picture music, with license fees paid by picture producers rather than theatres.

Decree, expected to be filed in New York Federal Court this week, will modify previous consent decree which followed radio's revolt against ASCAP's demands and resulted in reorganization of society.

NAMED ERWIN WASEY V-P

THOMAS ERWIN named vice president and planning board director of Erwin, Wasey & Co.'s Chicago office.

DIAZ PROMOTED

RAY DIAZ, former traffic manager for ABC, promoted to Stations Dept. Friday, and Reginald Willcocks, former supervisor of New York transmissions, elected to Mr. Diaz's former job. Mr. Diaz will be in charge of New York, New England and Ohio territories.

Closed Circuit

(Continued from page 4)

session in New York this week of President Miller's advisory committee (Clair McCollough, WGAL Lancaster, chairman; Howard Lane, WJJD Chicago; Harold E. Fellows, WEEI Boston; Robert D. Swezey, WDSU-TV New Orleans; Cal Smith, KFAC Los Angeles). William B. Ryan, KFI Los Angeles, who is seen as foremost prospect, will be in New York as chairman of NAB's BAB Committee, and presumably will be interviewed as to availability.

WHILE NO ANNOUNCEMENT was forthcoming from Chicago meeting of committee on March 4-5, it's understood there was substantial support for Mr. Ryan—if he's available. It wasn't unanimous, however, with indications of 4-1 split. President Miller understood to regard Mr. Ryan as acceptable as his second in command for $25,000 post.

ACTION OF FCC in WBAL Baltimore renewal case wherein Pearson-Allen seek to wrest 50,000-w facilities from Hearst-owned outlet, may take unusual Commission turn, split 3-3 (Coy, Walker and Webster for Pearson-Allen and Hyde, Sterling and Hennock for WBAL-renewal). Two separate opinions—one written as if to grant WBAL renewal, and other to grant Pearson-Allen—are being prepared. Then exceptions and oral argument would follow prior to "final" decision. Comr. Jones didn't participate because of Pearson vendetta against his confirmation two years ago, in which Mr. Pearson did ignominious pratt-fall when Senate unanimously confirmed nomination.

O. L. (Ted) TAYLOR has resigned effective April 1 as executive manager of KGNC Amarillo and KFYO Lubbock, Tex., but Taylor Co. will continue to represent stations in national spot. He will devote energies to Taylor company operations and to his owned-stations.

KBTV (TV) Dallas, acquired by *Dallas News* from Potter Television Co. for $575,000, approved last week by FCC, will become WFAA-TV about May 1. Plan is to operate station with present call for 60 days, during which two organizations will be integrated and TV programming revamped, and then switch to new call. Overall operations under supervision of Martin B. Campbell, WFFA general manager.

NEW APPROACH indicated in renewal of license proceedings involving G. A. Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles) scheduled to begin today in Los Angeles. American Jewish Congress and other agencies which figured in pre-hearing interchanges have elected to sit on side-lines as observers, rather than file appearances. If proceedings warrant, it's presumed headquarters organizations will be alerted and new course considered.

ANOTHER "radio day" at White House last Wednesday. Almost in succession, President Truman had interviews with FCC Chairman Wayne Coy, CBS President Frank Stanton and House Interstate Commerce Committee Chairman Robert Crosser. Following custom President was not quoted, but it was logically surmised that overall radio-TV pictures were discussed, since Chief Executive has evinced avid interest in subjects of late.

CBS POST TO OMMERLE

HARRY G. OMMERLE, former package producer, appointed manager of program sales for CBS, effective March 20.

THANKS . . .

TO

The Billboard

. . . and its distinguished panel of judges for the 12th Annual Radio and Television Promotion Competition.

WLW: FIRST IN SALES PROMOTION
Clear channel network affiliates

WLW-T: FIRST IN GENERAL PROMOTION (tie)
Television stations

WINS: FIRST IN PUBLIC SERVICE and AUDIENCE PROMOTION
50,000-Watt
non-network stations

Crosley Broadcasting Corporation